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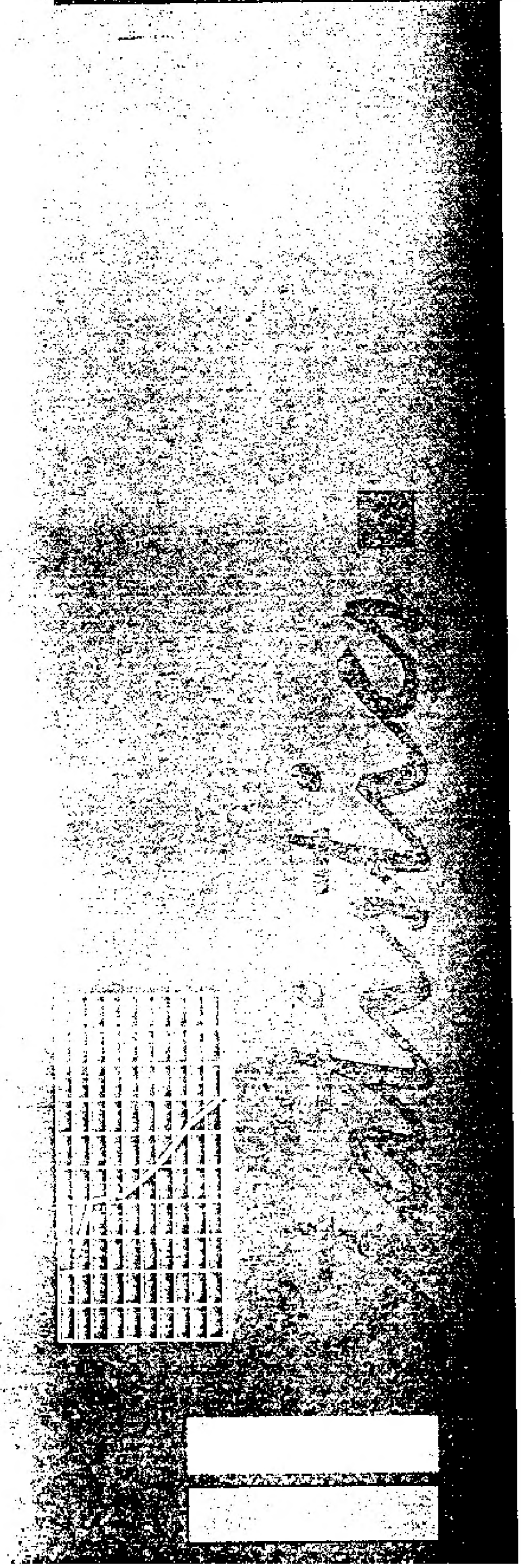
Australian Wine and Grape Industry



AUSTRALIAN WINE AND GRAPE INDUSTRY
1996

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Australian Statistician

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INQUIRIES:

- *for further information about statistics in this publication and the availability of related unpublished statistics,* contact Peter Carmalt on Adelaide (08) 8237 7632 or any ABS State Office.
- *for information about other ABS statistics and services* please refer to the back page of this publication.

PREFACE

Australian wine production is a dynamic and export-oriented activity. Australia, while contributing only 2% of the world wine production, is internationally regarded as one of the leaders of the 'New World' wine producing countries, competing successfully with the 'Old World' producers such as France, Italy, Spain and Germany.

Wine related activities consist of two major operational areas, wine grape growing and winemaking. The Australian and New Zealand Standard Industrial Classification (ANZSIC) includes two industry classes covering these activities. These classes are Grape Growing (0114) and Wine Manufacturing (2183). However, these activities are sometimes combined, with winemaking companies growing their own wine grape supplies, and wine grape growers joining to operate cooperative winemaking ventures. In addition, some wine grapes are grown by agricultural businesses whose major activity is another type of farming. Likewise, some wine is produced by businesses whose major activity is not winemaking. These mixes of activities make it difficult to present a comprehensive view of wine related activity by relying on data presented only according to an industry classification. This publication therefore contains both industry and activity statistics.

This compendium is a summary of the statistics on grape and wine production and related activities collected by the ABS and from other sources. This issue contains preliminary estimates of area of vines, grape production by variety and State and regional data. It also contains data collected from winemakers regarding grapes crushed, wine and spirit production and stocks of wine. This is the only publication where detailed data from these collections are published and explanatory notes are available at the end of this publication.

Other topics covered include the structure of the wine manufacturing industry, domestic wine sales, international trade, prices, consumption, wine regions of Australia, brandy sales, persons employed in wine and grape production, and world comparisons.

This is the third issue of a wine and grape statistics compendium produced by the ABS. I welcome comments on the content and usefulness of this publication to enable improvements to be made to future editions. Comments can be provided to the Wine Statistics Unit, Australian Bureau of Statistics, GPO Box 2272, Adelaide, SA 5001 or telephone (08) 8237 7632.

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Australian Bureau of Statistics
February 1997

SECTION 1 OVERVIEW

Nearly all the major grape growing and winemaking indicators reached record levels in 1995–96, largely driven by continued growth in exports of Australian produced wine.

AUSTRALIAN WINE AND GRAPE INDUSTRY : STATISTICAL SUMMARY, 1995–96

Area of bearing vines	hectares	p63 132
Total grape production*	tonnes	p1 062 167
Fresh grapes crushed*	tonnes	883 318
Beverage wine production*	million litres	620.1
Beverage wine stocks*	million litres	782.3
Domestic sales of Australian wine	million litres	309.5
Exports of Australian wine*	million litres	129.5
Imports of wine*	million litres	20.3

* Record levels registered in 1995–96.

GRAPE GROWING

The total area of vines at harvest increased by 7% from 72,869 hectares in 1995 to a new record of 77,681 hectares in 1996, of which 63,132 hectares were bearing grapes and 14,549 hectares were not yet bearing. The total grape production from the 1996 vintage was 1,062,167 tonnes, up 293,340 tonnes or 38% on 1995 and up 8% on the previous record in 1992. Significant increases in total grape production were recorded in the major grape growing States with New South Wales up 55%, Victoria up 53% and South Australia up 20%.

WINEMAKING

Winemakers who crush 50 tonnes or more reported a record 883,318 tonnes of fresh grapes crushed for the 1996 vintage, up 40% on 1995 and up 14% on the previous record in 1994. Beverage wine produced by these winemakers during 1995–96 was also a record 620.1 million litres, up 32% on 1994–95 and up 14% on the previous record 1993–94 volume. Beverage wine production reached record levels in the major winemaking States with New South Wales up 48% between 1994–95 and 1995–96, Victoria up 28% and South Australia up 24%. In line with this record make, the stocks of Australian produced beverage wine rose 22% to a record 782.3 million litres at 30 June 1996.

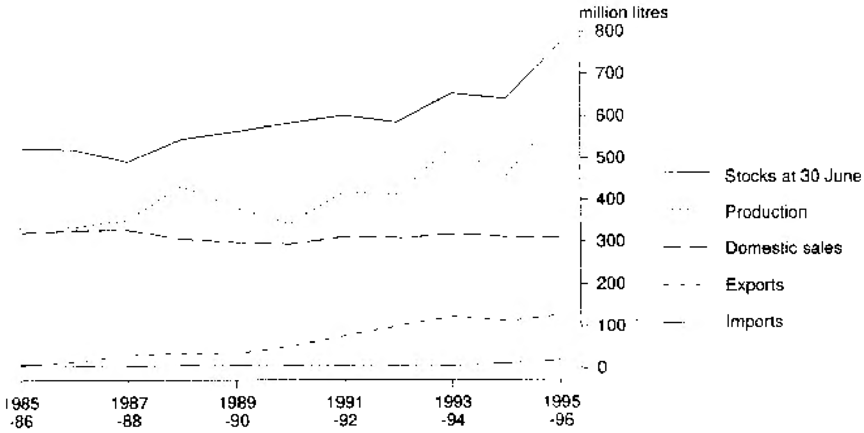
Australian wine production is highly concentrated amongst a few producers. While 222 winemakers crushed 50 or more tonnes of grapes in 1995–96, just 10 enterprises crushed 68% of these grapes and produced 68% of beverage wine.

GRAPES CRUSHED AND WINE PRODUCED, 1995–96

Size	*Winemakers*	*Grapes crushed*	*Beverage wine produced*
tonnes crushed	no.	tonnes	'000 litres
50 – 400	138	20 460	(a)14 000
401 – 10 000	64	120 288	79 967
10 001 – 20 000	10	144 016	101 652
20 001 or more	10	598 554	424 527
Total	**222**	**883 318**	**620 146**

(a) Wine production is not collected from winemakers which crushed 50 to 400 tonnes but it is estimated to be 14 million litres (based on 700 litres/tonne extraction rate).

AUSTRALIAN BEVERAGE WINE TRADE



INTERNATIONAL TRADE

Wine exports in 1995–96 were a record 129.5 million litres, up 14% on 1994–95 and up 3% on the previous record in 1993–94. The value of wine exported continued to increase, reaching a record high of $470.7 million in 1995–96, up 22% on 1994–95. Imports of wine into Australia reached a record high in 1995–96 of 20.3 million litres, an increase of 44% from the previous year.

While the amount of Australian produced wine available for disposal is affected by previous vintages and movement in stocks, domestic demand over the past 2 financial years has been met in part with imports, while substantial quantities of Australian wine were exported. There appears to have been a move to maintain exports of Australian wine and make up the shortfall in the domestic demand with imported product.

CONSUMPTION

WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA, ORIGINAL DATA

Period	*Domestic sales of Australian produced wine* '000 L	*Imports cleared for home consumption* '000 L	*Available for consumption* '000 L	*Apparent per capita consumption* litres
1991–92	314 830	8 703	323 533	18.6
1992–93	312 081	7 832	319 913	18.2
1993–94	319 534	8 341	327 875	p18.5
1994–95	313 357	14 057	327 414	p18.3
1995–96	309 462	20 256	329 718	p18.1

Wine available for consumption in Australia has remained relatively constant since 1991–92, increasing by 2%. Over this time domestic sales of Australian produced wine fell by 2% but were more than offset by a 133% rise in imports cleared for home consumption. Over a 50 year period consumption of wine in Australia has risen seven fold from an average of 2.7 litres per person in the late 1930s to 20.2 litres per person in the late 1980s but stabilising in recent years at about 18 litres.

DISPOSALS

DISPOSALS OF AUSTRALIAN PRODUCED WINE, ORIGINAL DATA

Period	*Domestic sales of Australian produced wine* '000 L	*Exports of Australian produced wine* '000 L	*Total disposals* '000 L
1991–92	314 830	78 679	393 509
1992–93	312 081	102 832	414 913
1993–94	319 534	125 464	444 998
1994–95	313 357	113 663	427 020
1995–96	309 462	129 480	438 942

Disposals of Australian produced wine have risen by 12% since 1991–92. However, while domestic sales of Australian produced wine fell by 2% over this time, they were more than offset by a 65% rise in exports.

PRICES

Over the last 3 vintages the average prices paid by winemakers for grapes have increased significantly, by 33% in 1994, 22% in 1995 and a further 7% in 1996. Since 1989–90 winegrape prices have increased by 81%. In contrast, during the same period the average price of wine produced by winemakers (wholesale price) rose by 22% while the average price of table wine exported from Australia rose by 10%.

SECTION 2 VITICULTURE

AREA OF VINES AND PRODUCTION OF GRAPES

1995–96 was a record year for Australia's grapegrowers, with 77,681 hectares of vines being cultivated. This was an increase of 6% on the previous record of 72,869 hectares in 1994–95. The total area of vines increased in every State with South Australia recording the highest total of 34,401 hectares.

The area of vines not yet bearing and planted or grafted during 1995–96 increased by 10% to 6,561 hectares, following the 103% increase from 1993–94 to 1994–95. As in the previous year, South Australia was the major State for new plantings accounting for nearly half of the newly planted vines for 1995–96. The total area of vines currently not bearing grapes increased by 40% while the area bearing grapes increased marginally to 63,132 hectares. The proportion of the total area not bearing grapes in 1995–96 rose to 19%.

Grape production reached a record 1,062,167 tonnes in 1995–96, 38% higher than the 768,827 tonnes produced in 1994–95 and an increase of 8% on the previous record of 987,142 tonnes produced in 1991–92. The record harvest was brought about by significant increases in production in New South Wales and Victoria (increases of 55% and 53% respectively) following the drought that severely affected production in 1994–95. Victoria regained its position as the largest grape producing State with a harvest of 423,446 tonnes, followed by South Australia with 397,353 tonnes.

The yield per hectare of bearing vines increased by 37% to 16.8 tonnes in 1995–96. Victoria achieved the highest yield per hectare of 21.6 tonnes while the New South Wales yield increased by 51% to reach 16.6 tonnes. Once again the poor season in 1994–95 was the reason for the significant increases in Victoria and New South Wales.

GRAPE VARIETIES

Red grape varieties covered 30,560 hectares in 1995–96, an increase of 11% on the 1994–95 figure. About 60% of the growing area for red grapes was in South Australia with the largest region being the South Eastern District with 4,622 hectares. The area covered with white grape varieties increased by 4% to reach 47,122 hectares. White grape varieties comprised 61% of the total area of vines grown in 1995–96, a fall of 2%.

There were 3,313 hectares of new plantings of white grape varieties in 1995–96, with main varieties being Chardonnay (1,861 hectares) and Semillon (557 hectares). The new plantings of red grape varieties covered 3,248 hectares with the two main varieties being Shiraz (1,613 hectares) and Cabernet Sauvignon (930 hectares).

AREA AND PRODUCTION OF VINEYARDS

	Area of vines at harvest				Grape production(a)			
		Not yet bearing, planted or grafted						
	Bearing	Prior to reference year	During reference year	Total	Wine-making(b)	Drying	Table and other	Total
	hectares	hectares	hectares	hectares	tonnes	tonnes	tonnes	tonnes
New South Wales								
1993–94 r	13 288	487	546	14 322	141 145	37 671	8 669	187 485
1994–95 r	12 626	729	1 082	14 437	104 687	25 823	8 439	138 950
1995–96 p	12 945	1 467	1 081	15 493	159 441	44 653	10 599	214 692
Victoria								
1993–94 r	19 535	732	779	21 047	167 083	164 058	28 092	359 233
1994–95 r	18 989	1 094	1 509	21 591	137 613	112 981	26 840	277 435
1995–96 p	19 568	1 507	1 760	22 835	197 432	192 549	33 465	423 446
Queensland								
1993–94	1 001	60	93	1 154	413	—	3 636	4 049
1994–95	894	85	71	1 050	380	—	3 523	3 903
1995–96 p	948	92	112	1 151	617	—	3 228	3 845
South Australia								
1993–94 r	24 842	1 253	1 382	27 477	338 558	9 880	2 499	350 936
1994–95 r	27 237	2 274	3 092	32 603	320 169	6 714	2 913	329 797
1995–96 p	26 757	4 428	3 215	34 401	386 758	6 855	3 740	397 353
Western Australia								
1993–94 r	2 435	167	111	2 713	12 959	1 261	2 561	16 781
1994–95	2 415	197	175	2 788	12 314	1 487	2 740	16 541
1995–96 p	2 604	410	330	3 344	16 210	1 378	3 300	20 887
Tasmania								
1993–94 r	260	72	29	362	1 125	—	—	1 125
1994–95	293	67	40	400	2 200	—	—	2 200
1995–96 p	311	85	62	458	1 943	—	1	1 944
Australia								
1993–94 r	61 362	2 771	2 940	67 074	661 282	212 870	45 456	919 608
1994–95(c) r	62 454	4 446	5 969	72 869	577 364	147 006	44 456	768 827
1995–96(c) p	63 132	7 988	6 561	77 681	762 401	245 435	54 333	1 062 167

(a) Fresh weight.
(b) Wine grape production data are less than grape crushings data in Section 4 (see Explanatory Note 4).
(c) Excludes Australian Capital Territory and Northern Territory data which are available on request or via AgStats.

AREA AND PRODUCTION OF GRAPE VARIETIES, AUSTRALIA, 1995–96p

	Area of vines at harvest				*Grape production(a)*			
		Not yet bearing, planted or grafted						
	Bearing	*Prior to 1995–96*	*During 1995–96*	*Total*	*Wine-making*	*Drying*	*Table and other*	*Total*
	hectares	hectares	hectares	hectares	tonnes	tonnes	tonnes	tonnes
Red grapes								
Cabernet Franc	541	17	3	561	6 836	—	—	6 836
Cabernet Sauvignon	6 320	1 502	930	8 752	68 839	—	12	68 851
Currant	1 128	51	42	1 222	3 631	15 734	46	19 412
Frontignac	162	2	—	164	1 173	—	7	1 180
Grenache	1 843	67	29	1 940	26 212	—	361	26 573
Malbec	271	5	23	300	3 512	—	—	3 512
Mataro	548	20	14	583	8 882	—	55	8 937
Merlot	822	146	278	1 246	9 227	—	—	9 227
Muscat Hamburgh	360	34	9	403	811	10	1 295	2 116
Pinot Noir	1 407	199	143	1 748	14 801	—	—	14 801
Ruby Cabernet	549	58	38	644	11 770	—	4	11 774
Shiraz	6 892	1 884	1 613	10 389	81 674	—	2	81 676
Tarrango	62	4	4	69	1 903	—	—	1 903
Other red grapes	2 274	141	123	2 537	6 771	242	15 594	22 607
Total red grapes	*23 179*	*4 133*	*3 248*	*30 560*	*246 043*	*15 986*	*17 374*	*279 403*
White grapes								
Chardonnay	7 611	2 249	1 861	11 721	92 258	—	70	92 328
Chenin Blanc	700	36	44	780	15 464	—	—	15 464
Colombard	976	78	63	1 117	27 031	—	—	27 031
Crouchen	143	1	2	146	2 577	—	—	2 577
Doradillo	528	5	1	535	14 076	—	72	14 148
Marsanne	52	4	1	57	581	—	—	581
Muscadelle	323	3	—	326	3 487	—	1	3 488
Muscat Gordo Blanco	3 148	147	113	3 408	67 120	4 791	89	72 001
Palomino	318	3	—	321	5 821	18	7	5 846
Pedro Ximenes	238	3	3	243	3 809	—	—	3 809
Riesling	3 300	51	61	3 412	37 135	—	—	37 135
Sauvignon Blanc	1 141	178	219	1 538	15 009	—	10	15 019
Semillon	3 031	491	557	4 079	45 062	—	—	45 062
Sultana	14 359	333	223	14 915	145 111	219 464	25 110	389 685
Taminga	45	—	—	45	1 156	32	—	1 188
Traminer	574	13	9	596	6 018	—	12	6 030
Trebbiano	861	12	4	877	15 958	—	9	15 967
Verdelho	301	104	62	467	2 802	—	—	2 802
Waltham Cross	583	12	2	598	3 038	4 569	1 790	9 396
White Frontignac	259	1	4	264	3 917	—	—	3 918
Other white grapes	1 460	132	84	1 676	8 927	573	9 788	19 288
Total white grapes	*39 953*	*3 856*	*3 313*	*47 122*	*516 358*	*229 447*	*36 958*	*782 764*
Total grapes	**63 132**	**7 988**	**6 561**	**77 681**	**762 401**	**245 435**	**54 333**	**1 062 167**

(a) Fresh weight.

GRAFTED ON ROOTSTOCK OR PLANTED ON OWN ROOTS

In 1995–96, for the first time data were collected for two premium red and two premium white varieties according to whether they were grown on rootstock or their own roots. Early analysis of this initial data suggests that three of the four varieties produce a higher yield per hectare grafted on rootstock than when planted on own roots. Chardonnay grafted on rootstock produced a yield per hectare of 13.3 tonnes compared to 11.5 tonnes when planted on own roots. Semillon, however, differed from the general trend with a yield per hectare of 15.0 tonnes when planted on own roots, slightly higher than the 14.5 tonnes observed when it was grafted on rootstock. The Shiraz red grape variety produced a yield per hectare of 13.3 tonnes on rootstock while the yield was 11.5 tonnes when planted on own roots. Cabernet Sauvignon recorded a similar outcome with the per hectare yields of 12.5 tonnes when on rootstock and 10.5 tonnes when on own roots.

CHARDONNAY UNDER-PERFORMANCE

In 1995–96 data were collected from grape growers (excluding Tasmania, Australian Capital Territory and Northern Territory) regarding their losses due to Chardonnay under-performance against their yield expectations. Of the 1,739 growers of Chardonnay, 607 reported losses from under-performance. Respondents were asked to indicate up to 2 major reasons why their yields were less than expected. The weather conditions category was nominated by 63% of respondents who reported losses. More information is available on request.

SELECTED GRAPE VARIETIES GRAFTED ON ROOTSTOCK OR PLANTED ON OWN ROOTS, AUSTRALIA(a), 1995–96p

	Area of vines at harvest				*Grape production(b)*			
		Not yet bearing, planted or grafted						
	Bearing	*Prior to 1995–96*	*During 1995–96*	*Total*	*Wine-making*	*Drying*	*Table and other*	*Total*
	hectares	hectares	hectares	hectares	tonnes	tonnes	tonnes	tonnes
Red grapes								
Cabernet Sauvignon								
Grafted on rootstock	1 282	320	231	1 834	16 074	—	11	16 085
Planted on own roots	5 003	1 179	695	6 877	52 623	18	—	52 642
Total Cabernet Sauvignon	*6 285*	*1 499*	*926*	*8 710*	*68 697*	*18*	*11*	*68 727*
Shiraz								
Grafted on rootstock	1 201	435	431	2 067	15 946	—	—	15 946
Planted on own roots	5 691	1 449	1 181	8 321	65 728	—	2	65 730
Total Shiraz	*6 892*	*1 884*	*1 612*	*10 388*	*81 674*	—	*2*	*81 676*
White grapes								
Chardonnay								
Grafted on rootstock	2 891	1 110	779	4 781	38 333	—	70	38 403
Planted on own roots	4 619	1 111	1 056	6 786	53 287	—	—	53 287
Total Chardonnay	*7 510*	*2 221*	*1 836*	*11 567*	*91 620*	—	*70*	*91 690*
Semillon								
Grafted on rootstock	657	108	171	936	9 503	—	—	9 503
Planted on own roots	2 374	383	386	3 142	35 559	—	—	35 559
Total Semillon	*3 031*	*491*	*557*	*4 079*	*45 062*	—	—	*45 062*

(a) Excludes Tasmania, Australian Capital Territory and Northern Territory.
(b) Fresh weight.

ESTABLISHMENTS REPORTING CHARDONNAY UNDER-PERFORMANCE, 1995–96p

	NSW	*Vic.*	*Qld*	*SA*	*WA*	*Australia (a)*
Estimated losses						
1 to 10 %	18	27	3	52	14	114
11 to 25 %	58	40	5	96	21	220
26 to 50 %	52	32	3	68	12	167
Greater than 50 %	25	28	5	36	12	106
Total	**153**	**127**	**16**	**252**	**59**	**607**
Reasons for losses						
Restricted spring growth	44	29	1	65	6	145
Australian grapevine yellows	23	15	—	26	1	65
Poor planting material	12	13	1	34	7	67
Other disease	17	20	2	14	8	61
Irrigation problems	26	14	2	24	12	78
Weather conditions	104	89	16	153	21	383
Other	25	23	2	50	28	128
Total (b)	**153**	**127**	**16**	**252**	**59**	**607**

(a) Excludes Tasmania, Australian Capital Territory and Northern Territory.
(b) The components do not add to the total because of the occurrence of multiple reporting. That is, a farmer may report more than one reason for losses that have occurred.

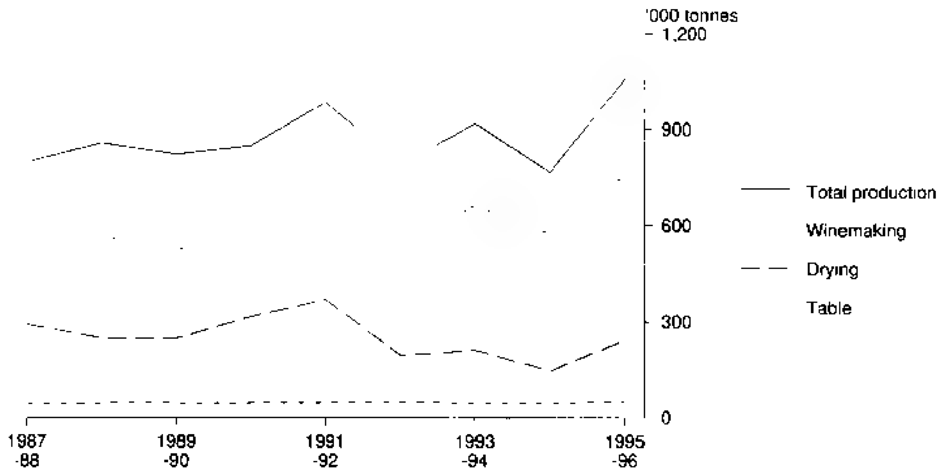
INTENTIONS OF USE

In 1995–96, a record 762,401 tonnes of grapes produced were intended for winemaking, an increase of 32% from 1994–95, and 15% higher than the previous record of 661,282 tonnes observed in 1993–94. Despite this increase, the proportion of grapes intended for winemaking fell to 72%. This was a result of the large proportional increase in grapes used for drying, up from 19% in 1994–95 to 23% in 1995–96. In absolute terms the production of grapes for drying increased by 98,429 tonnes to 245,435 tonnes in 1995–96. Table grape production has remained steady at around 5% of total production.

The proportions vary from one year to the next as the graph below indicates. However the gap between winemaking and drying production has increased over the last twenty years with the level of winemaking production increasing markedly.

In 1995–96 production of multipurpose Sultana grapes increased by 147,309 tonnes to 389,685 tonnes. Of this increase 92,134 tonnes were intended for drying, 51,263 tonnes for winemaking and 3,912 tonnes for table and other purposes. Victoria (mainly in the Sunraysia area) produced 93% of the Sultana grapes.

GRAPE PRODUCTION AND INTENDED USAGE, AUSTRALIA



PRINCIPAL GRAPE PRODUCING REGIONS

Of the grapes used for winemaking in 1995–96, 66% of red grape production and 43% of white grape production was undertaken in South Australia. Victoria carried out 78% of grape production for drying and 62% of table grape production in 1995–96. Just over half of Victoria's production continued to be in dried and table grapes. The large increase in production in New South Wales in 1995–96 was in both grapes for winemaking (up 52%) and grapes for drying (up 73%).

The main regions producing drying and table grapes were Sunraysia (Victoria), Sunraysia (New South Wales) and Kerang–Swan Hill (Victoria). These three regions made up 96% of dry grapes and 75% of table grape production. Sunraysia (Victoria) was the largest region of white wine grape production with 119,344 tonnes (23% of total white wine grape production) followed by the North Murray District and Murrumbidgee regions. Victoria produced nearly half of all white grapes in 1995–96. South Australia remains the principal red grape growing area with 60% of total red grape production. The major regions in South Australia for red wine grape production were the South Eastern, Central District and North Murray regions, followed by the Barossa region which recorded a 57% increase in 1995–96.

The regions with the largest areas of vines planted or grafted during 1995–96 were Sunraysia (Victoria) and Rest of Victoria (the area excluding Sunraysia and Kerang–Swan Hill) for white grapes, and South Eastern (South Australia) and Central District (South Australia) for red grapes.

AREA AND PRODUCTION OF RED AND WHITE GRAPES BY PRINCIPAL GRAPE PRODUCING REGIONS, 1995–96p

	Area of vines at harvest				*Grape production(a)*			
		Not yet bearing, planted or grafted						
	Bearing	*Prior to 1995–96*	*During 1995–96*	*Total*	*Wine-making*	*Drying*	*Table and other*	*Total*
	hectares	hectares	hectares	hectares	tonnes	tonnes	tonnes	tonnes
				NEW SOUTH WALES				
Murrumbidgee								
Total red grapes	1 491	197	146	1 835	24 628	—	26	24 654
Total white grapes	3 409	237	199	3 845	61 491	—	39	61 530
Total grapes	*4 900*	*435*	*345*	*5 680*	*86 119*	—	*65*	*86 184*
Hunter Valley								
Total red grapes	895	6	20	921	6 376	—	7	6 383
Total white grapes	1 673	181	131	1 986	10 905	—	40	10 945
Total grapes	*2 568*	*187*	*152*	*2 907*	*17 281*	—	*47*	*17 328*
Sunraysia (NSW)								
Total red grapes	386	73	82	541	3 412	1 603	2 644	7 659
Total white grapes	2 935	177	153	3 266	30 338	43 050	4 986	78 374
Total grapes	*3 321*	*250*	*235*	*3 806*	*33 749*	*44 653*	*7 630*	*86 033*
Rest of New South Wales								
Total red grapes	975	200	195	1 370	9 802	—	1 036	10 838
Total white grapes	1 180	395	154	1 729	12 489	—	1 821	14 309
Total grapes	*2 155*	*594*	*349*	*3 099*	*22 291*	—	*2 856*	*25 148*
Total New South Wales								
Total red grapes	**3 747**	**476**	**444**	**4 667**	**44 218**	**1 603**	**3 713**	**49 535**
Total white grapes	**9 198**	**991**	**637**	**10 826**	**115 222**	**43 050**	**6 885**	**165 158**
Total grapes	**12 945**	**1 467**	**1 081**	**15 493**	**159 441**	**44 653**	**10 599**	**214 692**
				VICTORIA				
Sunraysia (Vic.)								
Total red grapes	1 206	145	247	1 598	9 266	8 383	3 814	21 464
Total white grapes	10 802	595	526	11 922	119 344	157 072	10 317	286 733
Total grapes	*12 007*	*739*	*774*	*13 520*	*128 611*	*165 455*	*14 132*	*308 197*
Kerang–Swan Hill								
Total red grapes	795	64	81	939	5 820	644	4 467	10 931
Total white grapes	3 199	130	102	3 431	32 569	24 982	14 443	71 994
Total grapes	*3 994*	*194*	*183*	*4 370*	*38 389*	*25 626*	*18 910*	*82 924*
Rest of Victoria								
Total red grapes	2 065	312	296	2 673	15 915	171	229	16 315
Total white grapes	1 501	261	508	2 271	14 518	1 297	194	16 009
Total grapes	*3 566*	*573*	*804*	*4 944*	*30 433*	*1 468*	*423*	*32 324*
Total Victoria								
Total red grapes	**4 066**	**521**	**624**	**5 210**	**31 000**	**9 198**	**8 511**	**48 710**
Total white grapes	**15 501**	**986**	**1 137**	**17 624**	**166 432**	**183 350**	**24 954**	**374 736**
Total grapes	**19 568**	**1 507**	**1 760**	**22 835**	**197 432**	**192 549**	**33 465**	**423 446**

(a) Fresh weight.

AREA AND PRODUCTION OF RED AND WHITE GRAPES BY PRINCIPAL GRAPE PRODUCING REGIONS, 1995–96p — *continued*

	Area of vines at harvest				*Grape production(a)*			
		Not yet bearing, planted or grafted						
	Bearing	*Prior to 1995–96*	*During 1995–96*	*Total*	*Wine-making*	*Drying*	*Table and other*	*Total*
	hectares	hectares	hectares	hectares	tonnes	tonnes	tonnes	tonnes
			QUEENSLAND					
Total Queensland								
Total red grapes	**605**	**35**	**55**	**695**	**327**	**—**	**1 954**	**2 281**
Total white grapes	**343**	**57**	**57**	**457**	**290**	**—**	**1 274**	**1 564**
Total grapes	**948**	**92**	**112**	**1 151**	**617**	**—**	**3 228**	**3 845**
			SOUTH AUSTRALIA					
Central District								
Total red grapes	2 596	499	390	3 486	31 443	28	25	31 497
Total white grapes	1 403	162	154	1 719	21 417	—	—	21 418
Total grapes	*3 999*	*661*	*545*	*5 205*	*52 861*	*28*	*25*	*52 914*
Barossa District								
Total red grapes	3 115	438	245	3 797	29 275	1	—	29 276
Total white grapes	3 007	196	123	3 326	32 495	—	—	32 495
Total grapes	*6 122*	*633*	*368*	*7 123*	*61 770*	*1*	—	*61 771*
Waikerie and Lower Murray District								
Total red grapes	917	205	133	1 255	18 273	672	51	18 996
Total white grapes	1 726	255	116	2 096	40 206	503	293	41 001
Total grapes	*2 643*	*460*	*248*	*3 352*	*58 478*	*1 175*	*343*	*59 997*
North Murray District								
Total red grapes	2 168	249	314	2 730	29 503	2 710	871	33 084
Total white grapes	3 218	288	223	3 729	65 599	2 183	1 410	69 192
Total grapes	*5 385*	*536*	*537*	*6 459*	*95 102*	*4 893*	*2 281*	*102 276*
South Murray District								
Total red grapes	759	204	106	1 070	14 461	449	252	15 161
Total white grapes	1 295	166	145	1 605	30 073	292	759	31 124
Total grapes	*2 054*	*370*	*251*	*2 675*	*44 534*	*741*	*1 011*	*46 286*
Northern District								
Total red grapes	888	137	259	1 284	7 149	17	—	7 166
Total white grapes	999	70	39	1 107	10 178	—	80	10 258
Total grapes	*1 886*	*207*	*298*	*2 391*	*17 327*	*17*	*80*	*17 424*
South Eastern District								
Total red grapes	2 873	1 196	552	4 622	32 874	—	—	32 874
Total white grapes	1 793	364	417	2 573	23 810	—	—	23 810
Total grapes	*4 666*	*1 560*	*969*	*7 195*	*56 685*	—	—	*56 685*
Total South Australia								
Total red grapes	**13 316**	**2 929**	**1 999**	**18 244**	**162 979**	**3 877**	**1 199**	**168 055**
Total white grapes	**13 441**	**1 500**	**1 216**	**16 156**	**223 779**	**2 978**	**2 542**	**229 298**
Total grapes	**26 757**	**4 428**	**3 215**	**34 401**	**386 758**	**6 855**	**3 740**	**397 353**

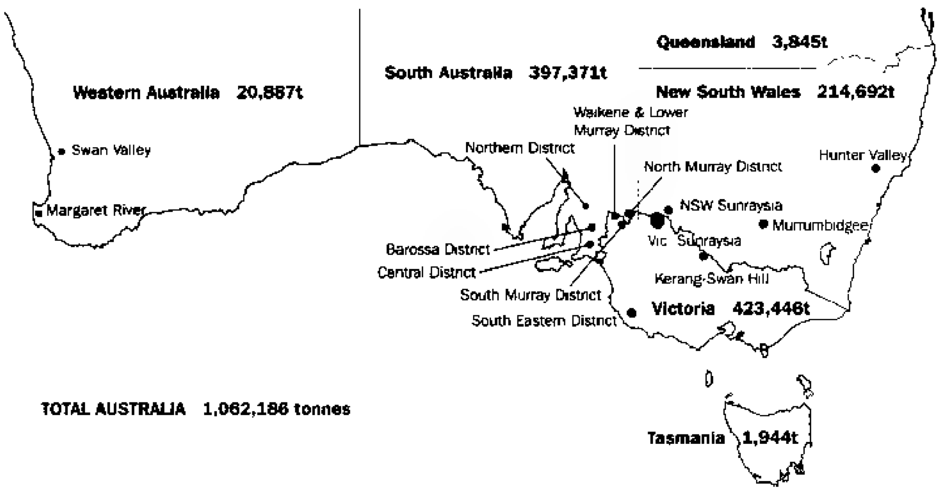
(a) Fresh weight.

AREA AND PRODUCTION OF RED AND WHITE GRAPES BY PRINCIPAL GRAPE PRODUCING REGIONS, 1995–96p — *continued*

	Area of vines at harvest				*Grape production(a)*			
		Not yet bearing, planted or grafted						
	Bearing	*Prior to 1995–96*	*During 1995–96*	*Total*	*Wine-making*	*Drying*	*Table and other*	*Total*
	hectares	hectares	hectares	hectares	tonnes	tonnes	tonnes	tonnes
				WESTERN AUSTRALIA				
Swan Shire								
Total red grapes	319	4	2	325	798	486	1 259	2 543
Total white grapes	293	40	14	346	1 656	36	1 223	2 916
Total grapes	*612*	*44*	*16*	*671*	*2 455*	*522*	*2 482*	*5 459*
Margaret River								
Total red grapes	312	67	49	429	1 967	—	131	2 097
Total white grapes	396	124	105	625	2 668	—	2	2 670
Total grapes	*708*	*192*	*154*	*1 054*	*4 635*	—	133	*4 767*
Rest of Western Australia								
Total red grapes	646	64	56	767	3 689	822	607	5 119
Total white grapes	638	110	103	851	5 431	34	78	5 543
Total grapes	*1 284*	*174*	*159*	*1 618*	*9 121*	855	685	*10 661*
Total Western Australia								
Total red grapes	**1 278**	**135**	**108**	**1 521**	**6 454**	**1 308**	**1 997**	**9 759**
Total white grapes	**1 326**	**274**	**222**	**1 823**	**9 756**	**70**	**1 303**	**11 128**
Total grapes	**2 604**	**410**	**330**	**3 344**	**16 210**	**1 378**	**3 300**	**20 887**
				TASMANIA				
Total Tasmania								
Total red grapes	**168**	**37**	**18**	**222**	**1 064**	—	**1**	**1 065**
Total white grapes	**143**	**48**	**44**	**235**	**879**	—	—	**879**
Total grapes	**311**	**85**	**62**	**458**	**1 943**	—	**1**	**1 944**
				AUSTRALIA				
Total Australia								
Total red grapes	**23 179**	**4 133**	**3 248**	**30 560**	**246 043**	**15 986**	**17 374**	**279 403**
Total white grapes	**39 953**	**3 856**	**3 313**	**47 122**	**516 358**	**229 447**	**36 958**	**782 764**
Total grapes	**63 132**	**7 988**	**6 561**	**77 681**	**762 401**	**245 435**	**54 333**	**1 062 167**

(a) Fresh weight.

SELECTED GRAPE PRODUCING REGIONS OF AUSTRALIA



DRIED GRAPE PRODUCTION

Total dried grape production in 1995–96 increased by 65% when compared with 1994–95. Currants (including Carina) and raisins increased marginally while Sultanas contributed 93% to the increase in the total dried weight tonnage.

PRODUCTION OF DRIED GRAPES, AUSTRALIA(a)

	Currants (incl. Carina)	*Raisins*	*Sultanas*	*Total*
	'000 tonnes	'000 tonnes	'000 tonnes	'000 tonnes
1993–94	5.1	1.7	40.4	47.3
1994–95	3.2	1.7	27.8	32.7
1995–96	4.2	2.0	47.7	54.0

(a) Dried weight.

SECTION 3 STRUCTURE OF THE WINE MANUFACTURING INDUSTRY

NUMBER AND SIZE OF WINERIES

Wine industry commentators estimate there are around 800 wineries manufacturing, blending or selling wine in Australia. Many of these are very small establishments which do not crush grapes and have their wine made elsewhere. Those that do crush grapes range in size from small family businesses without employees producing a few thousand litres of wine to large public corporations producing around one hundred million litres.

For the 1996 vintage there were 261 locations around Australia which crushed 50 tonnes or more of grapes, owned by 222 winemaking businesses. While all States crushed some grapes, South Australia has one-third of all locations which crush one-half of the Australian wine grape harvest.

SIZE OF GRAPE CRUSH AND NUMBER OF WINE PRODUCING LOCATIONS, 1995–96

Grape crush size	*Unit*	*NSW*	*Vic.*	*Qld*	*SA*	*WA*	*Tas.*	*Total*
Grapes crushed	'000 t	282.0	149.5	n.p.	432.2	17.9	n.p.	883.3
Proportion	%	32	17	—	49	2	—	100
50 to 400 tonnes	no.	21	40	1	39	37	4	142
More than 400 tonnes	no.	32	22	—	51	12	2	119
Total locations	**no.**	**53**	**62**	**1**	**90**	**49**	**6**	**261**
Proportion	%	20	24	—	34	19	2	100

The table below gives details of the 222 winemakers crushing 50 or more tonnes of grapes. It shows that winemakers are diverse in size with the 105 smallest crushing just over 1% of grapes, averaging about 109 tonnes each, and the 10 largest crushing 68% of grapes and averaging about 60,000 tonnes each.

WINEMAKERS, SIZE OF PRODUCTION, AUSTRALIA, 1995–96

Size	*Winemakers*	*Grapes crushed*	*Beverage wine produced*
tonnes crushed	no.	tonnes	'000 litres
50 – 99	48	3 487	n.a.
100 – 149	37	4 429	n.a.
150 – 199	20	3 500	n.a.
200 – 400	33	9 044	n.a.
401 – 1 000	33	20 559	14 372
1 001 – 3 000	18	28 739	18 696
3 001 – 5 000	7	26 520	19 555
5 001 – 10 000	6	44 470	27 344
10 001 – 20 000	10	144 016	101 652
20 001 or more	10	598 554	424 527
Total	**222**	**883 318**	**(a)620 146**

(a) Includes production from those crushing less than 400 tonnes This is estimated to be 14 million litres.

MANUFACTURING OPERATIONS

An alternative view of the wine manufacturing industry is available from the annual manufacturing industry collection which covers establishments mainly engaged in the manufacturing or blending of wine which had some employment at 30 June. This data source shows that at 30 June 1994, there were an estimated 231 establishments employing 6,450 persons with a total turnover of $1,367.3 million.

There were 64 establishments or 28% of wineries with fewer than 4 employees and an average in turnover per employee of $128,000. There were 16 establishments with 100 or more employees and an average turnover per employee of $256,000.

WINE MANUFACTURING ESTABLISHMENTS, 1993–94

Employment size group	*Establishments at 30 June*	*Employment at end of June*	*Wages and salaries*	*Turnover*
	no.	no.	$'000	$'000
Less than 4 persons	64	136	2 243	17 370
4 – 9 persons	67	393	6 830	55 359
10 – 19 persons	35	480	11 518	118 243
20 – 49 persons	35	1 072	21 695	161 353
50 – 99 persons	14	930	18 624	135 783
100 or more persons	16	3 441	91 744	879 225
Total	**231**	**6 450**	**152 653**	**1 367 333**

Source: Manufacturing Industry, 1993–94 (unpublished data).

The largest number of wine manufacturing establishments are located in South Australia (36%) followed by Victoria (26%) and New South Wales (23%).

WINE MANUFACTURING ESTABLISHMENTS, 1993–94

Employment size group	*NSW*	*Vic.*	*Qld*	*SA*	*WA*	*Tas.*	*Total*
Less than 4 persons	20	19	3	17	4	1	64
4 – 9 persons	8	21	2	23	11	2	67
10 – 19 persons	6	6	—	18	4	—	35
20 – 49 persons	8	4	—	13	9	—	35
50 – 99 persons	5	4	—	3	1	—	14
100 or more persons	4	4	—	8	—	—	16
Total	**52**	**59**	**5**	**83**	**30**	**3**	**231**

Source: Manufacturing Industry, 1993–94 (unpublished data).

The following table shows that ranking the enterprise groups by turnover confirms the highly concentrated structure of the industry. In 1993–94, the first group of 4 enterprise groups had 36% of employment, paid 45% of wages and salaries and accounted for 56% of the industry turnover.

WINE MANUFACTURING ESTABLISHMENTS, CONCENTRATION RATIOS, 1993–94

Enterprise groups ranked by turnover	Enterprise groups at 30 June		Establishments at 30 June		Employment at end of June		Wages and salaries		Turnover	
	No.	Ratio	No.	Ratio	No.	Ratio	$m	Ratio	$m	Ratio
First four	4	0.02	15	0.06	2 316	0.36	68.1	0.45	767.7	0.56
Second four	4	0.02	9	0.04	952	0.15	25.0	0.16	224.8	0.16
Third four	4	0.02	6	0.03	525	0.08	11.6	0.08	75.2	0.05
Fourth four	4	0.02	4	0.02	198	0.03	5.3	0.03	51.6	0.04
Fifth four	4	0.02	7	0.03	248	0.04	7.4	0.05	39.4	0.03
Remainder	190	0.90	190	0.82	2 211	0.34	35.3	0.23	208.7	0.15
Industry total	**210**	**1.00**	**231**	**1.00**	**6 450**	**1.00**	**152.7**	**1.00**	**1 367.3**	**1.00**

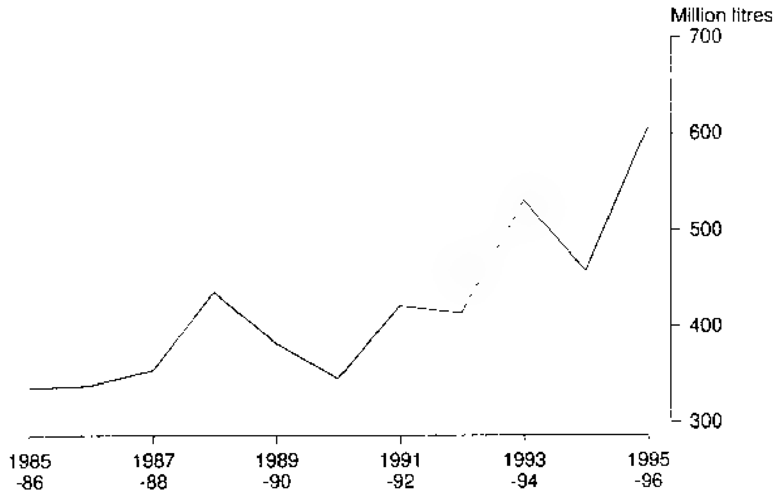
Source: Manufacturing Industry, 1993–94 (unpublished data).

SECTION 4 WINE PRODUCTION AND MATERIALS USED

PRODUCTION

Detailed wine production data are only collected from the larger Australian winemakers who crush more than 400 tonnes. They reported a record year in 1995–96 with beverage wine production increasing by 32% to 606.1 million litres. This is 75.6 million litres (14%) higher than the previous record, set in 1993–94. Unfortified wine production increased by 33% to reach a record 577.3 million litres in 1995–96 while production of fortified wine increased by a more moderate 14% to 28.9 million litres. Fortified wine made up 5% of total beverage wine production.

BEVERAGE WINE PRODUCTION, AUSTRALIA



Production of distillation wine increased by 52% to 67.3 million litres in 1995–96, after a large fall in 1994–95. This is the largest total recorded since 1984–85 when 70.2 million litres of distillation wine were produced.

WINE PRODUCTION, AUSTRALIA

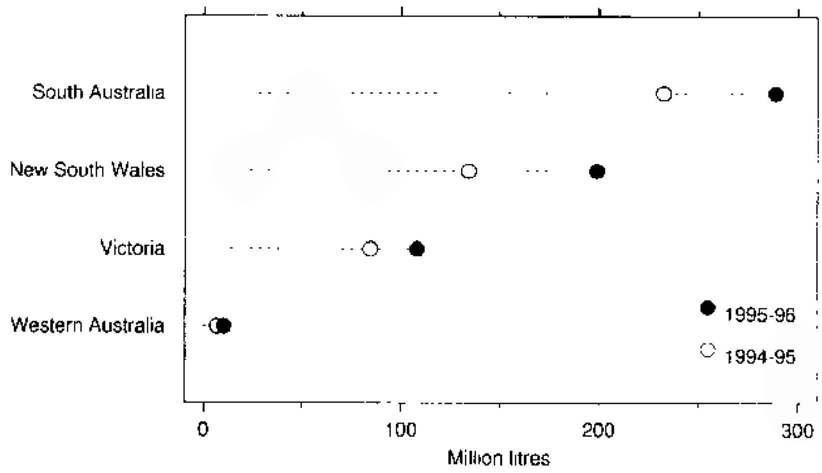
Type	*1991–92* '000 L	*1992–93* '000 L	*1993–94* '000 L	*1994–95* '000 L	*1995–96* '000 L
Beverage wine:					
Fortified(a)	30 776	22 264	30 458	25 399	28 874
Unfortified	390 857	392 575	500 076	433 005	577 272
Total beverage wine	**421 633**	**414 839**	**530 534**	**458 404**	**606 146**
Distillation wine(b)	59 138	46 998	56 842	44 393	67 299
Gross total wine	**480 771**	**461 836**	**587 377**	**502 796**	**673 445**
Net total wine(c)	475 586	457 799	582 213	498 381	668 087

(a) Relates only to production from unfortified wine of the same vintage.
(b) For manufacturing brandy and grape spirit. Includes wine obtained from marc.
(c) Excludes grape spirit used for fortifying (assumes 95.6% alcohol by volume).

STATE PRODUCTION

Beverage wine production increased in all States in 1995–96. South Australian production increased by 24% to 288.9 million litres, while New South Wales production reached 198.9 million litres with a 48% increase. Victoria recorded a 28% increase in beverage wine production in 1995–96 for a total of 108.0 million litres.

BEVERAGE WINE PRODUCTION



Fortified wine production increased by 14% in 1995–96 following a 17% decrease in 1994–95. All States recorded an increase except for Victoria, with New South Wales contributing most to the rise, up 58% to 7.3 million litres. South Australia continued to produce over half of total fortified wine with 16.1 million litres. The record production of unfortified wine resulted from increases of 48% in New South Wales, 44% in Western Australia, 31% in Victoria and 25% in South Australia.

WINE PRODUCTION, 1995–96

	SA	*NSW*	*Vic.*	*WA*	*Tas.*	*Australia*
Type	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
Beverage wine:						
Fortified(a)	16 121	7 301	5 436	16	—	28 874
Unfortified	272 810	191 564	102 519	9 567	812	577 272
Total beverage wine	**288 932**	**198 865**	**107 955**	**9 583**	**812**	**606 146**
Distillation wine(b)	44 904	8 695	13 700	—	—	67 299
Gross total wine	**333 836**	**207 559**	**121 655**	**9 583**	**812**	**673 445**
Net total wine(c)	330 863	206 089	120 742	9 580	812	668 087

(a) Relates only to production from unfortified wine of the same vintage.
(b) For manufacturing brandy and grape spirit. Includes wine obtained from marc.
(c) Excludes grape spirit used for fortifying (assumes 95.6% alcohol by volume).

GRAPES CRUSHED

In 1995–96 there were a record 883,318 tonnes of grapes crushed by winemakers crushing more than 50 tonnes. This represents an increase of 253,485 tonnes (40%) on the total for 1994–95 and is 14% higher than the previous record of 777,373 set in 1993–94. The larger winemakers (crushing more than 400 tonnes of fresh grapes) contributed 98% or 862,858 tonnes to the 1995–96 total.

FRESH GRAPES CRUSHED, AUSTRALIA(a)

(a) Winemakers crushing more than 400 tonnes

GRAPE CRUSH(a)

			1995–96		
	1993–94	*1994–95*	*Red*	*White*	*Total*
Fresh grapes crushed by	tonnes	tonnes	tonnes	tonnes	tonnes
Winemakers crushing more than 400 tonnes:					
South Australia	384 666	313 771	164 476	260 495	424 971
New South Wales	235 943	183 236	56 553	222 304	278 857
Victoria	129 478	105 103	28 734	115 874	144 608
Western Australia	9 343	8 971	4 542	8 714	13 256
Tasmania	—	1 182	553	613	1 166
Australia	**759 430**	**612 263**	**254 858**	**608 000**	**862 858**
Winemakers crushing 50 to 400 tonnes:					
South Australia	5 358	5 803	3 946	3 236	7 182
New South Wales	3 261	3 275	1 322	1 824	3 146
Victoria	4 068	4 260	2 871	1 972	4 843
Western Australia	4 254	3 526	2 014	2 621	4 635
Tasmania	n.p.	n.p.	n.p.	n.p.	n.p.
Queensland	n.p.	n.p.	n.p.	n.p.	n.p.
Australia	**17 943**	**17 570**	**10 451**	**10 009**	**20 460**
Total of winemakers crushing 50 tonnes or more:					
South Australia	390 024	319 574	168 422	263 731	432 153
New South Wales	239 204	186 511	57 875	224 128	282 003
Victoria	133 546	109 363	31 605	117 846	149 451
Western Australia	13 597	12 497	6 556	11 335	17 891
Tasmania	n.p.	n.p.	n.p.	n.p.	n.p.
Queensland	n.p.	n.p.	n.p.	n.p.	n.p.
Australia	**777 373**	**629 833**	**265 309**	**618 009**	**883 318**

(a) Grape crushings data are greater than wine grape production data in Section 2 (see Explanatory Note 4).

South Australian wineries were responsible for nearly half of all grapes crushed in 1995–96 with an increase of 35% on the 1994–95 crush. New South Wales increased by 51% in 1995–96 to make up 32% of all grapes crushed, while Victoria and Western Australia increased by 37% and 43% respectively.

Out of the total crush of 883,318 tonnes there were 265,309 tonnes of red grapes (30%) and 618,009 tonnes of white grapes (70%). While the larger enterprises (those crushing 400 tonnes or more) reflected these proportions, the small winemakers (crushing between 50 and 400 tonnes) crushed slightly more red grapes (51%) than white (49%). The total crush of red grapes increased by 34% in 1995–96 with the South Australian total up 37% to 168,422 tonnes. White grapes crushed in Australia rose by 43% on the total for 1994–95 with a 56% increase in the crush for New South Wales.

In using data on quantities of grapes processed and quantities of wine made by States shown in this Section it should be noted that there is interstate movement of unfermented grape juice. Data should be used with some caution.

GRAPE SPIRIT USE

The grape spirit used in fortifying current vintage wine has increased by 21% to 5.1 million litres of alcohol in 1995–96 with increases in all States with the exception of Victoria. This is the highest total recorded since 1990–91 when 5.6 million litres of alcohol were produced.

GRAPE SPIRIT USED IN CURRENT VINTAGE WINE

	1991–92	*1992–93*	*1993–94*	*1994–95*	*1995–96*
	'000 L al	'000 L al	'000 L al	'000 L al	'000 L al
South Australia	1 711	1 320	2 979	2 215	2 842
New South Wales	2 292	1 929	1 462	984	1 405
Victoria	953	610	492	1 021	873
Other States	—	—	2	1	2
Australia	**4 957**	**3 860**	**4 936**	**4 221**	**5 122**

SECTION 5 REGIONAL SUMMARY

Up to 30 major winemaking areas have been identified in Australia. Many contain small or boutique wineries. While grape growing data are available for smaller areas (vines are cultivated in more than 260 local government areas across Australia) the following table contains details of regions for which comprehensive statistical information is available.

Regions may obtain some of their grape supply from outside their area, for example grapes crushed by Barossa Valley wineries may also be sourced from the South Australian Riverland, while New South Wales wineries may also source from Victorian Sunraysia and the South Australian Riverland.

REGIONAL VITICULTURE AND WINE PRODUCTION, 1995–96

	Area of vines at harvest p		*Grape production p*			
	Bearing	*Not yet bearing*	*Wine-making*	*Other*	*Grapes crushed (a)*	*Beverage wine production (a)*
Region	hectares	hectares	tonnes	tonnes	tonnes	'000 litres
Central District	3 999	1 206	52 861	53	43 744	32 248
Barossa District	6 122	1 001	61 770	1	136 231	124 768
Riverland	10 082	2 402	198 114	10 444	187 804	99 838
Northern District	1 886	505	17 327	97	12 869	6 831
South Eastern District	4 666	2 529	56 685	—	44 323	25 247
Total South Australia	*26 757*	*7 643*	*386 758*	*10 595*	*424 971*	*288 932*
Murrumbidgee	4 900	780	86 119	65	145 031	110 038
Hunter Valley	2 568	339	17 281	47		
Sunraysia (NSW)	3 321	485	33 749	52 283	133 826	88 827
Rest of New South Wales	2 155	943	22 291	2 856		
Total New South Wales	*12 945*	*2 548*	*159 441*	*55 252*	*278 857*	*198 865*
Sunraysia (Vic.)	12 007	1 513	128 611	179 587		
Kerang–Swan Hill	3 994	377	38 389	44 536		
Rest of Victoria	3 566	1 377	30 433	1 891		
Total Victoria	*19 568*	*3 267*	*197 432*	*226 014*	*144 608*	*107 955*
Swan Shire	612	60	2 455	3 004		
Margaret River	708	346	4 635	133		
Rest of Western Australia	1 284	333	9 121	1 540		
Total Western Australia	*2 604*	*740*	*16 210*	*4 678*	*13 256*	*9 583*
Total Queensland	*948*	*204*	*617*	*3 228*	*n.a.*	*n.a.*
Total Tasmania	*311*	*147*	*1 943*	*1*	*1 166*	*812*
Total Australia	**63 132**	**14 549**	**762 401**	**299 768**	**862 858**	**606 146**

(a) Winemakers crushing more than 400 tonnes.

The top three wine regions in terms of volume of wine produced are the Barossa and Riverland regions in South Australia and the Murrumbidgee region in New South Wales.

SECTION 6 WINE STOCKS

Stocks of Australian beverage wine owned by winemakers at 30 June 1996 were 782.3 million litres, an increase of 22% or 139.8 million litres compared with stocks held at 30 June 1995. This increase must be treated carefully considering the change in the stocks definition for 1996 (see explanatory note 11). However, despite this break in series, it is likely that stocks have increased significantly in line with the record level of grape production in 1995–96.

STOCKS OF AUSTRALIAN WINE AND GRAPE JUICE HELD BY WINEMAKERS

	1992	*1993*	*1994*	*1995*	*1996(a)*
Stocks at 30 June	'000 L	'000 L	'000 L	'000 L	'000 L
Beverage wine:					
Fortified;					
Dry sherry	7 787	7 202	7 183	6 870	7 244
Medium sherry(b)	2 055	2 144	1 662	1 487	1 817
Sweet sherry	19 912	19 067	16 756	15 784	16 808
Port	58 275	55 346	55 132	53 768	51 613
Muscat	4 911	4 658	4 566	4 008	4 078
Other(c)	1 936	1 611	1 710	1 707	1 457
Total fortified wine	*94 877*	*90 028*	*87 009*	*83 623*	*83 017*
Sparkling wine;(d)					
Bottle fermentation	50 480	54 590	59 860	58 335	62 403
Bulk fermentation	3 639	2 420	1 940	1 847	2 414
Total sparkling wine	*54 120*	*57 009*	*61 800*	*60 182*	*64 817*
Carbonated	n.p.	1 034	1 051	n.p.	546
Flavoured(e)	3 240	1 947	2 189	2 583	2 694
Vermouth;					
Dry	n.p.	311	201	n.p.	274
Sweet	n.p.	287	360	n.p.	152
Total vermouth	*n.p.*	*598*	*561*	*n.p.*	*425*
Table wine					
White;					
Not exceeding 1° Baumé	251 482	245 900	298 737	272 186	354 254
Exceeding 1° Baumé	18 357	7 862	8 973	9 567	10 351
Red	173 733	178 619	194 513	209 485	263 889
Rosé	6 530	4 443	1 872	2 448	2 288
Total table wine	*450 103*	*436 823*	*504 095*	*493 685*	*630 782*
Total beverage wine	**604 014**	**587 441**	**656 706**	**642 459**	**782 281**
Distillation wine	593	343	427	753	674
Unfermented grape juice;					
Unfermented grape juice	12 622	9 686	16 228	13 329	22 455
Concentrated must (single strength)	2 434	n.p.	4 270	n.p.	5 168

(a) Break in series, stocks owned at 30 June. See Explanatory Note 11.

(b) Includes semi-sweet and medium dry.

(c) Includes madeira, tokay and white port.

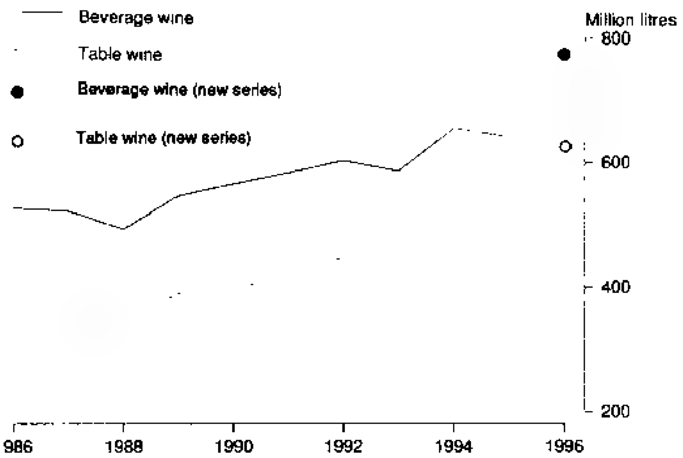
(d) Spritzig wines are included with table wines.

(e) Includes wine cocktails, marsala, aperitif and tonic wines.

WINE TYPES

In 1996, 81% of all beverage wine stocks was table wine, 11% was fortified wine and 8% was sparkling wine. Table wine stocks rose to 630.8 million litres in 1996 and sparkling wine stocks rose to 64.8 million litres. Of table wine stocks, 58% was white wine and 42% was red wine. Fortified wine stocks were 83.0 million litres, of which 62% was port and 20% was sweet sherry.

STOCKS OF AUSTRALIAN WINE AT 30 JUNE(a)



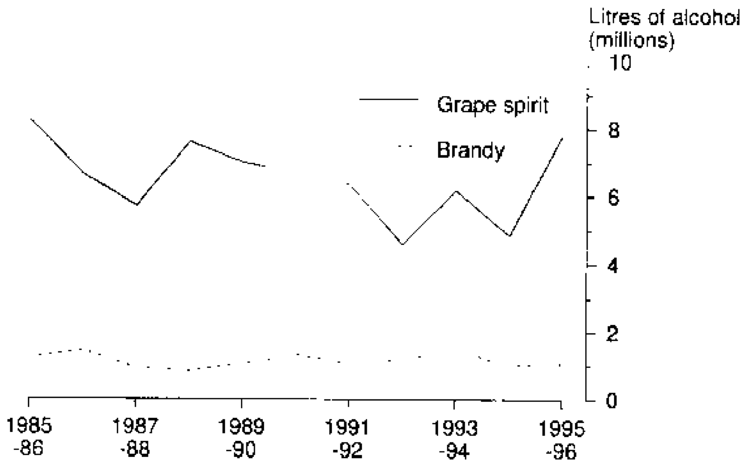
(a) Break in series, new definition used in 1996. See Explanatory note 11.

SECTION 7 BRANDY AND GRAPE SPIRIT

PRODUCTION

Production of Australian brandy increased by 4% to 1.1 million litres of alcohol in 1995–96. Grape spirit production recorded a 61% increase to 7.8 million litres of alcohol, the highest level recorded for 10 years, and a reversal in the downward trend evident since 1988–89 (with the exception of 1993–94). South Australia continued to be the main producer of brandy and grape spirit with 93% and 68% respectively of the total Australian production.

BRANDY AND GRAPE SPIRIT PRODUCTION, AUSTRALIA



STOCKS

Total stocks of brandy and grape spirit increased in 1995–96, although comparisons must be made with care due to the new stock definition used in 1996 (see Explanatory Note 11). Stocks of brandy in bond reached 5.4 million litres of alcohol while rectified grape spirit and grape spirit unused increased substantially to 5.3 million litres of alcohol. Spirit held in work in progress increased to 0.8 million litres of alcohol in 1995–96.

STOCKS OF AUSTRALIAN BRANDY AND GRAPE SPIRIT

	1992	*1993*	*1994*	*1995*	*1996(a)*
Particulars at 30 June	'000 L al	'000 L al	'000 L al	'000 L al	'000 L al
Brandy in bond by age:					
Under 2 years	2 745	2 575	3 166	2 512	2 781
2 years and over	2 679	2 609	2 475	2 639	2 655
Total brandy in bond	**5 424**	**5 185**	**5 641**	**5 151**	**5 435**
Rectified grape spirit for fortifying wine and grape spirit unused	3 748	3 577	3 370	3 012	5 315
Spirit held in work in progress (feints and low wine)	944	815	812	685	788

(a) Break in series, stocks owned at 30 June. See Explanatory Note 11.

BRANDY SALES

Domestic sales of Australian brandy continued to decline in 1995–96, down 6% on 1994–95 and extending an unbroken downward trend since 1980–81. Exports of Australian brandy are relatively small and tend to fluctuate from year to year, although these have fallen consistently since 1991–92. In 1995–96, 82% of these exports originated from South Australia while 16% originated in New South Wales.

The volume of imported brandy cleared for home consumption in Australia fell 1% in 1995–96, the second year in succession that these imports have fallen. France was the source of 95% of brandy imports, similar to the proportion provided in 1994–95.

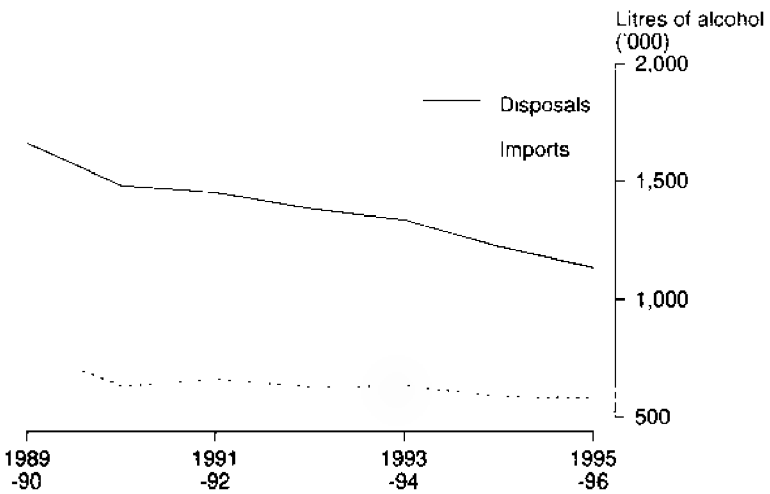
DOMESTIC SALES, EXPORTS AND IMPORTS OF BRANDY

	1991–92	*1992–93*	*1993–94*	*1994–95*	*1995–96*
	'000 L al	'000 L al	'000 L al	'000 L al	'000 L al
Australian brandy:					
Domestic sales	1 380	1 312	1 301	1 188	1 113
Exports	74	73	36	36	23
Imported brandy	662	629	634	590	583

Source: Sales of Australian Wine and Brandy by Winemakers (8504.0).

Disposals of Australian brandy (domestic sales plus exports) have declined significantly from 1.7 million litres of alcohol in 1989–90 to 1.1 million litres of alcohol in 1995–96. Over the same period, imports of brandy have fallen by 26%.

IMPORTED BRANDY AND DISPOSALS OF AUSTRALIAN BRANDY



Source: Sales of Australian Wine and Brandy by Winemakers (8504.0).

SPIRIT SALES

Australia exported 1,146 litres of alcohol in grape spirit for 1995–96, down from 4,417 litres of alcohol in 1994–95. South Australia was the largest contributor to these exports with 62% of total exports while Victoria exported 21% in 1995–96.

Imports of grape spirit for 1995–96 increased by 43% to 9,837 litres of alcohol. The two main contributing countries were Italy (31%) and Turkey (31%).

SECTION 8 DOMESTIC WINE SALES

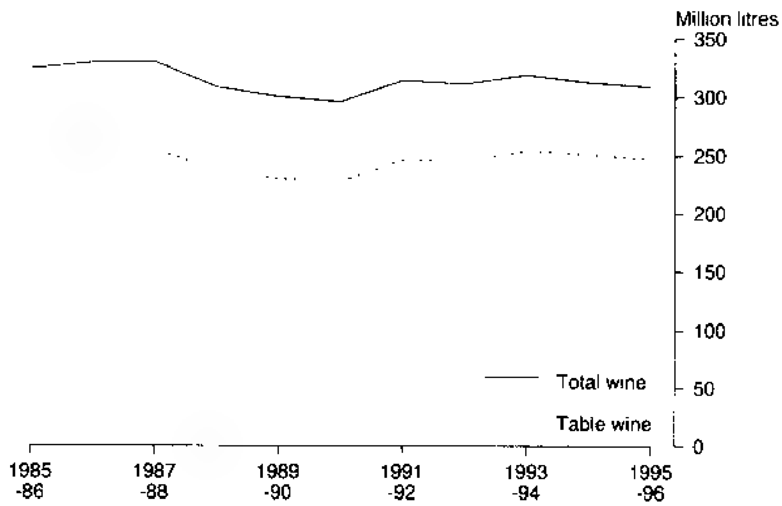
Information on the volume of domestic sales of Australian produced wine is obtained from approximately 50 winemaking enterprises which have annual sales of at least 250,000 litres of wine. These are estimated to account for around 95% of domestic sales of Australian produced wine by all winemakers.

In recent years the volume of sales has been affected by increasing exports of Australian produced wine and the use of imported wine to supplement domestic demand. These factors should be borne in mind when reading this Section. An analysis taking international trade into account is contained in Section 1, Overview.

WINE TYPES

In 1995–96, 309.5 million litres of Australian produced wine were sold by winemakers, a decrease of 1% from the previous year and 6% below the record 330.5 million litres in 1987–88. The wine type with the largest volume of sales was table wine with 247.3 million litres followed by sparkling wine at 30.1 million litres.

DOMESTIC SALES OF AUSTRALIAN WINE BY WINEMAKERS



Source: Sales of Australian Wine and Brandy by Winemakers (8504.0)

In the period since 1985–86, changes in consumer preference have emerged. While relatively small changes in sales were recorded in total wine (down 5%) and total table wine (down 2%), the various categories of table wine have recorded more significant movements. Sales of white table wine have decreased by 30.0 million litres (14%) while sales of red table wine have increased by 26.7 million litres (72%). Sales of red wine were 26% of total table wine sales in 1995–96, up from 15% in 1985–86. Sales of rosé fell by 34% over the same period.

DOMESTIC SALES OF AUSTRALIAN WINE BY WINEMAKERS

	Table				*Sparkling*				
	White	*Red*	*Rosé*	*Fortified*	*Bottle fermented*	*Bulk fermented*	*Vermouth*	*Other*	*Total*
Year	million litres	million litres	million litres	million litres	million litres	million litres	million litres	million litres	million litres
1985–86	208.7	37.2	7.1	36.8	17.7	11.3	3.0	3.4	325.2
1986–87	210.8	40.1	7.2	36.2	20.6	8.2	2.8	3.9	329.8
1987–88	204.2	44.4	7.2	35.1	25.0	7.6	2.7	4.4	330.5
1988–89	186.7	44.0	7.1	33.3	25.3	6.3	2.2	4.3	309.1
1989–90	180.4	43.0	6.5	33.1	25.6	5.6	1.9	4.5	300.6
1990–91	176.2	46.2	6.0	30.7	25.7	3.7	1.6	6.1	296.3
1991–92	190.2	50.8	5.7	29.9	25.4	4.7	1.4	6.7	314.8
1992–93	186.4	55.1	4.9	28.4	25.3	4.7	1.3	6.1	312.1
1993–94	192.5	57.4	4.9	27.0	26.3	4.2	1.3	6.0	319.5
1994–95	186.2	60.6	4.8	27.0	23.6	4.4	1.1	5.7	313.4
1995–96	178.7	63.9	4.7	25.9	22.9	7.2	1.0	5.2	309.5

Source: Sales of Australian Wine and Brandy by Winemakers (8504.0).

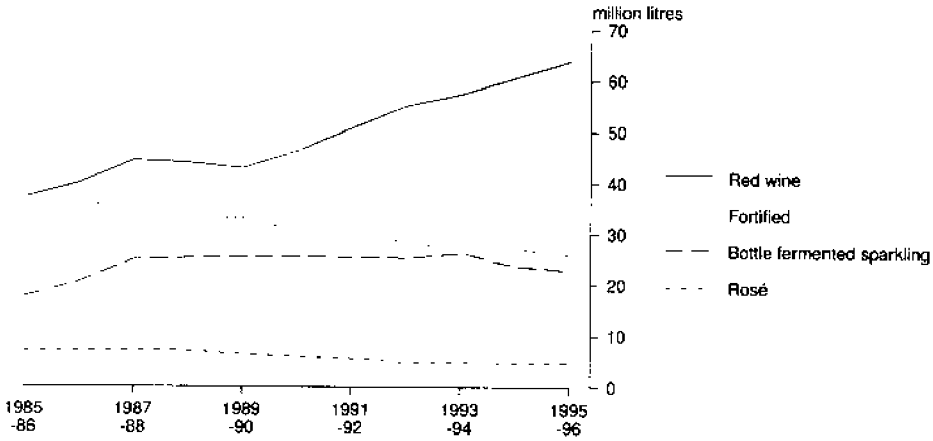
DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

	Glass containers 1 litre and under			*Soft pack*			*Other containers*		
	White	*Red*	*Rosé*	*White*	*Red*	*Rosé*	*White*	*Red*	*Rosé*
Year	million litres	million litres	million litres	million litres	million litres	million litres	million litres	million litres	million litres
1985–86	38.9	16.8	1.0	140.8	16.9	5.2	29.1	3.4	0.9
1986–87	41.7	19.0	1.1	138.8	17.7	5.4	30.4	3.5	0.6
1987–88	42.6	22.1	1.1	138.2	19.0	5.6	23.4	3.2	0.5
1988–89	46.1	22.9	1.1	124.7	18.2	5.6	15.9	2.9	0.4
1989–90	45.5	22.9	1.0	122.8	18.2	5.3	12.2	1.9	0.3
1990–91	42.9	23.2	0.9	123.4	21.2	4.8	9.9	1.8	0.2
1991–92	43.5	24.0	0.8	138.1	25.2	4.8	8.6	1.5	0.2
1992–93	44.1	25.3	n.p.	135.9	28.7	4.1	6.4	1.1	n.p.
1993–94	48.1	27.6	0.6	137.8	28.4	4.2	6.6	1.4	0.1
1994–95	51.9	30.0	0.6	129.3	29.5	4.1	5.0	1.2	0.1
1995–96	50.6	33.2	0.5	124.4	30.0	4.1	3.8	0.7	0.1

Source: Sales of Australian Wine and Brandy by Winemakers (8504.0).

Between 1985–86 and 1995–96 sales decreased steadily for fortified wine (down 30%) and vermouth (down 67%). Over this period, sales of carbonated wine peaked in 1991–92 and have since fallen by 18% and sales of flavoured wines have been falling since 1991–92 (down 29%). Sparkling wine sales have remained steady. However the proportion of bottle fermented sales has risen from 61% of all sparkling wine sold in 1985–86 to 87% in 1990–91 and fallen to 76% in 1995–96.

DOMESTIC SALES OF AUSTRALIAN WINE BY WINEMAKERS, SELECTED WINE TYPES

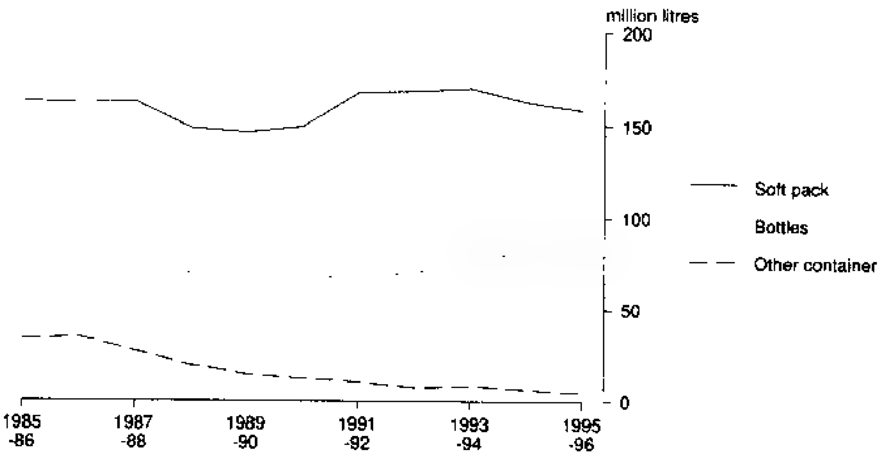


Source Sales of Australian Wine and Brandy by Winemakers (8504.0)

CONTAINER TYPE

In 1995–96, sales of table wine in glass containers under 1 litre increased from the previous year's 82.4 million litres to 84.3 million litres. Soft pack sales decreased from 162.9 million litres to 158.4 million litres and wine sold in glass containers over 1 litre and bulk containers decreased from 6.3 million litres to 4.5 million litres.

DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

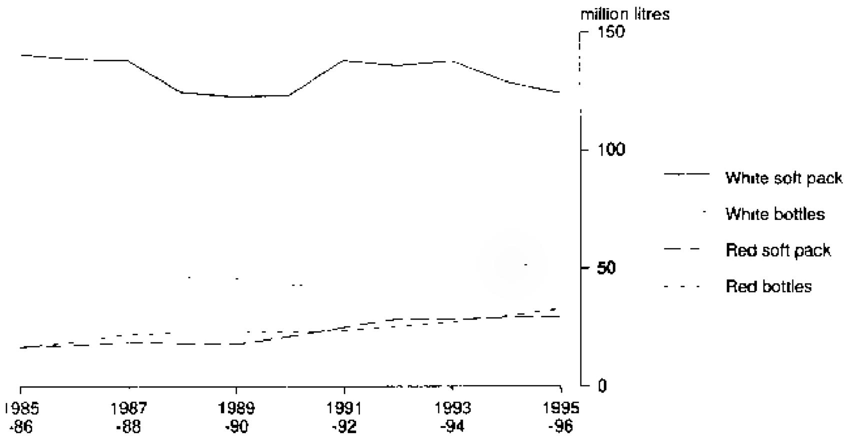


Source Sales of Australian Wine and Brandy by Winemakers (8504 0)

The proportion of table wine sold in glass bottles has increased since 1985–86 from 22% to 34% in 1995–96, while wine in other containers decreased from 13% to 2% in 1995–96.

The volume of imported wines blended with Australian wine, largely in soft packs and flagons, is not included in this data.

DOMESTIC SALES OF AUSTRALIAN RED AND WHITE TABLE WINE

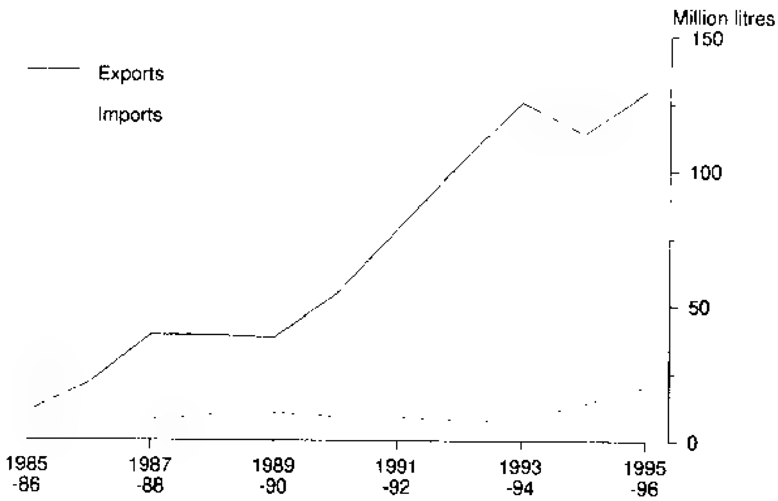


Source. Sales of Australian Wine and Brandy by Winemakers (8504.0)

The movements in both bottle and soft pack sales have not been evenly distributed for each table wine category. Although total white wine sales have fallen from 1985–86 to 1995–96, bottled white wine increased by 13.0 million litres or 33% to 1994–95 and then decreased by 1.3 million litres. Similarly, despite total soft pack sales falling slightly from 1985–86, red wine in soft pack has increased by 13.1 million litres or 77%. Sales of rosé have decreased for all container types.

In 1995–96 Australia exported a record 129.5 million litres of wine valued at $470.7 million continuing the strong growth in the export of Australian wine evident since the mid 1980s. In 1985–86 the quantity of wine imported (12.4 million litres) was greater than the quantity of wine exported (10.8 million litres). In 1995–96 the quantity of wine exported was 129.5 million litres whereas imported wine was 20.3 million litres. Since 1992–93, exports have been over 100 million litres whilst imports have ranged between 7 and 20 million litres.

IMPORTS OF WINE AND EXPORTS OF AUSTRALIAN WINE



Source: Sales of Australian Wine and Brandy by Winemakers (8504.0)

EXPORTS OF WINE

The 129.5 million litres of wine exported in 1995–96 represented an increase of 14% on 1994–95 and a 3% increase on the previous record of 125.5 million litres exported in 1993–94. The value of wine exported continued to increase reaching a record high of $470.7 million in 1995–96, up 22% on 1994–95. The average value of these exports was $3.64 per litre in 1995–96, up from $3.39 in 1994–95.

EXPORTS OF AUSTRALIAN WINE

	Wine type				*Total wine*	
	Table	*Fortified*	*Sparkling*	*Other*	*Quantity*	*Value*
	'000 L	'000 L	'000 L	'000 L	'000 L	$'000
1985–86	9 227	894	433	287	10 842	20 541
1986–87	18 627	1 232	826	638	21 324	44 620
1987–88	35 022	1 411	1 603	1 088	39 124	96 157
1988–89	35 873	1 106	1 764	301	39 044	114 521
1989–90	32 095	1 936	2 074	2 015	38 120	121 248
1990–91	46 890	2 765	3 180	1 321	54 156	179 588
1991–92	71 752	2 384	3 904	639	78 679	243 526
1992–93	95 468	1 851	4 730	784	102 832	293 157
1993–94	116 655	2 873	5 042	893	125 464	366 574
1994–95	105 542	2 475	5 109	537	113 663	385 704
1995–96	120 860	2 504	5 478	638	129 480	470 694

Source: Sales of Australian Wine and Brandy by Winemakers, September 1996 (8504.0)

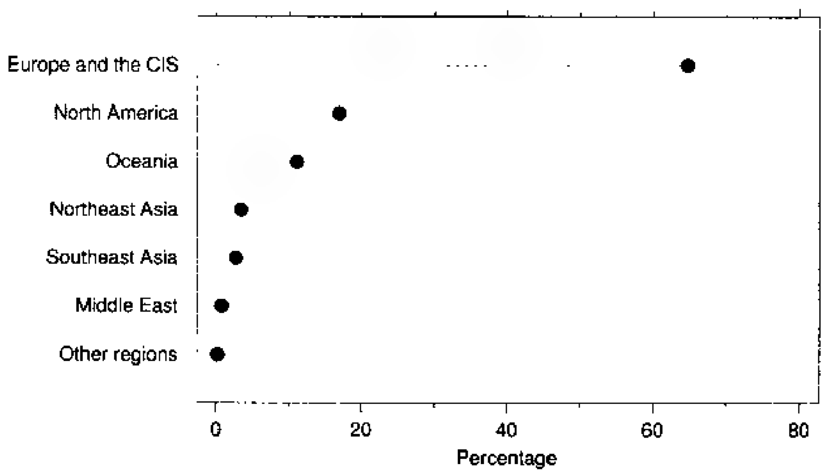
Table wine was the predominant type of wine exported in 1995–96 with 120.9 million litres or 93% of the total quantity. Sparkling wine exports were 5.5 million litres or 4% of the total quantity. Exports of table and sparkling wine have grown at a similar rate since 1985–86. Exports of fortified wine while smaller in comparison have shown growth with 2.5 million litres exported in 1995–96.

DESTINATION OF EXPORTS

The European Union is the main market for Australian wine, taking 77.8 million litres valued at $267.5 million. This was 60% of the total quantity exported in 1995–96 and 93% of the total Europe and CIS region. Shares of other regions are: North America 17%, Oceania 11%, and Northeast Asia and Southeast Asia each with 3%.

The United Kingdom was the largest importer of Australian wine with 62.0 million litres valued at $212.2 million, followed by the United States of America with 15.9 million litres valued at $79.5 million and New Zealand with 13.2 million litres valued at $34.4 million. The United Kingdom imported the largest quantity of both sparkling and fortified wines (59% and 34% of exports respectively).

DESTINATION OF AUSTRALIAN WINE EXPORTS, 1995–96



Source: Sales of Australian Wine and Brandy by Winemakers (8504.0)

EXPORTS OF AUSTRALIAN WINE BY DESTINATION, 1995–96

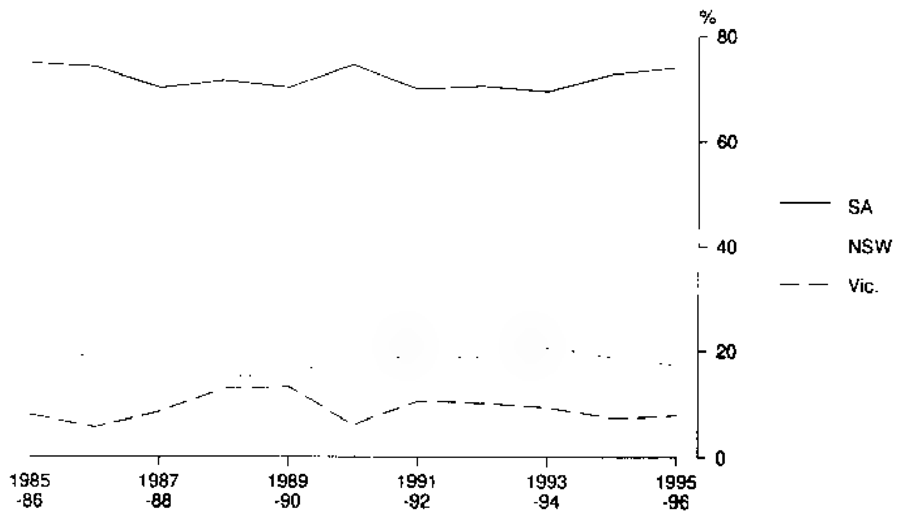
	Wine type				*Total wine*	
	Table	*Fortified*	*Sparkling*	*Other*	*Quantity*	*Value*
Principal country/region	'000L	'000L	'000L	'000L	'000L	$'000
New Zealand	12 057	344	683	139	13 223	34 413
Total Oceania & Antarctica	*13 262*	*414*	*821*	*152*	*14 649*	*39 280*
Germany	3 269	36	22	14	3 342	10 385
Ireland	3 334	—	53	—	3 387	13 627
Netherlands	1 693	29	16	8	1 745	7 699
Sweden	5 591	—	141	4	5 736	17 488
United Kingdom	57 764	846	3 249	117	61 976	212 213
Total European Union	*73 176*	*914*	*3 544*	*143*	*77 778*	*267 523*
Switzerland	1 370	3	41	30	1 444	7 787
Total Europe and the CIS	*79 126*	*918*	*3 602*	*179*	*83 825*	*289 597*
Total Middle East	*844*	*8*	*89*	*6*	*946*	*1 997*
Total Southeast Asia	*3 117*	*123*	*172*	*104*	*3 517*	*14 655*
Hong Kong	818	28	204	19	1 070	5 926
Japan	1 770	212	383	97	2 462	10 729
Total Northeast Asia	*3 448*	*255*	*610*	*117*	*4 430*	*19 380*
Canada	5 372	486	80	38	5 975	25 025
USA	15 476	284	83	41	15 884	79 530
Total Northern America	*20 850*	*769*	*162*	*80*	*21 862*	*104 570*
Total other regions	*213*	*16*	*21*	—	*250*	*1 214*
Total all countries	**120 860**	**2 504**	**5 478**	**638**	**129 480**	**470 694**

Source: Sales of Australian Wine and Brandy by Winemakers (8504.0).

STATE OF ORIGIN OF EXPORTS

South Australia is the predominant source of Australian wine exports supplying 96.0 million litres in 1995–96, 74% of total exports. Next were New South Wales with 22.4 million litres (17%) and Victoria 10.2 million litres (8%). State shares of exports have been similar over the last 10 years. The average prices per litre of wine exported were $3.31 for South Australia, $3.73 for New South Wales and $6.16 for Victoria in 1995–96.

AUSTRALIAN WINE EXPORTS BY STATE OF ORIGIN
Proportion of total wine exports



Source: International Merchandise Trade, Australia (5422.0), unpublished data

EXPORTS OF AUSTRALIAN WINE BY STATE OF ORIGIN

	NSW	Vic.	Qld	SA	WA	Tas.	NT and ACT	Aust. total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1985–86	1 777	857	4	8 127	59	4	—	10 830
1986–87	4 194	1 211	1	15 842	75	—	—	21 323
1987–88	7 872	3 253	30	26 815	184	8	—	38 161
1988–89	5 870	5 081	2	27 990	100	1	—	39 044
1989–90	6 053	5 123	12	26 829	89	14	1	38 120
1990–91	10 088	3 387	10	40 487	194	11	20	54 197
1991–92	15 004	8 271	3	55 122	241	34	5	78 680
1992–93	19 225	10 481	51	72 605	445	20	5	102 832
1993–94	25 825	11 629	40	87 370	547	31	21	125 464
1994–95	21 480	8 600	3	82 823	724	31	2	113 663
1995–96								
Quantity	22 393	10 242	155	96 062	596	32	—	129 480
Value ($'000)	83 579	63 122	210	318 127	5 442	213	2	470 694

Source: International Merchandise Trade (5422.0) unpublished data.

IMPORTS OF WINE

Imports of wine into Australia reached a record high in 1995–96 of 20.3 million litres, an increase of 44% from the previous year. Table wine represented 82% of the total quantity of wine imported with sparkling wine contributing 13%. The major proportion of the large increase occurred in the first 6 months of the financial year and could be partly attributed to the shortage of product from the 1995 vintage and continued high export sales. Although the quantity of wine imported increased by 44% the total value of these imports was approximately the same as the previous financial year causing the average value of the imports to fall from $4.34 in 1994–95 to $2.99 per litre in 1995–96.

WINE IMPORTS CLEARED FOR HOME CONSUMPTION BY WINE TYPE

	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	$'000
1985–86	8 546	333	3 044	436	12 359	46 410
1986–87	5 106	205	1 967	389	7 667	37 585
1987–88	5 302	178	2 031	635	8 146	41 358
1988–89	6 086	311	2 264	1 076	9 737	46 871
1989–90	6 595	184	2 736	937	10 453	52 692
1990–91	5 604	191	2 285	919	8 999	46 779
1991–92	5 190	160	2 373	979	8 703	45 649
1992–93	4 833	106	2 346	546	7 832	46 984
1993–94	4 432	152	2 301	1 456	8 341	47 637
1994–95	9 398	272	3 065	1 322	14 057	61 057
1995–96	16 649	105	2 673	830	20 256	60 478

Source: Sales of Australian Wine and Brandy by Winemakers, August 1996 (8504.0).

WINE IMPORTS CLEARED FOR HOME CONSUMPTION BY COUNTRY OF ORIGIN

	1993–94		1994–95		1995–96	
	Quantity	*Value*	*Quantity*	*Value*	*Quantity*	*Value*
	'000 L	$'000	'000 L	$'000	'000 L	$'000
Argentina	1	4	20	109	2 165	881
Chile	82	242	241	692	3 649	3 246
France	1 387	22 781	3 017	27 052	2 649	20 543
Germany	451	1 804	501	2 230	424	1 695
Italy	3 631	11 622	5 279	17 829	6 030	19 295
New Zealand	659	3 466	781	3 773	1 622	6 428
Portugal	614	2 150	600	2 092	594	2 105
Spain	243	1 214	362	1 693	778	2 239
USA	106	621	2 111	1 852	1 338	1 746
Other	1 167	3 733	1 145	3 735	1 009	2 300
Total	**8 341**	**47 637**	**14 057**	**61 057**	**20 256**	**60 478**

Source: *International Merchandise Trade* (5422.0) unpublished data.

Italy was the major source of imports with 30% of the total quantity imported, followed by Chile with 18% and France supplying 13% in 1995–96. In 1993–94 wine from Argentina and Chile accounted for less than 1% of imports but in 1995–96 were 29% of the total wine imported. Average values ranged from $0.41 per litre from Argentina to $7.76 from France. The average value of wine from France in 1993–94 was $16.42 per litre.

FRESH AND DRIED GRAPES

Australia exported 21,056 tonnes of fresh grapes in 1995–96, an increase of 58% compared with 1994–95, but still lower than the peak of 22,390 tonnes exported in 1987–88. The value of the fresh grapes exported in 1995–96 was $46.7 million.

IMPORTS AND EXPORTS OF FRESH AND DRIED GRAPES

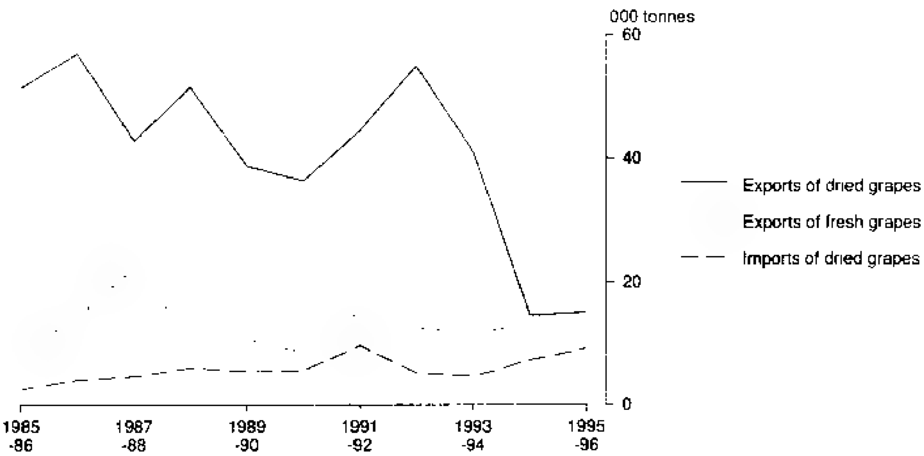
	Fresh grapes				*Dried grapes*			
	Exports		*Imports*		*Exports*		*Imports*	
	Quantity	*Value*	*Quantity*	*Value*	*Quantity*	*Value*	*Quantity*	*Value*
	tonnes	$'000	tonnes	$'000	tonnes	$'000	tonnes	$'000
1985–86	8 693	15 336	—	—	51 433	71 499	2 453	3 343
1986–87	14 228	25 516	31	53	57 041	96 798	4 084	5 784
1987–88	22 390	42 374	2	3	42 824	78 087	4 749	6 692
1988–89	10 943	21 159	53	87	51 496	88 226	6 046	7 174
1989–90	10 680	21 434	—	—	38 794	69 056	5 475	7 296
1990–91	8 473	20 794	—	—	36 386	74 156	5 683	8 027
1991–92	15 408	36 102	14	18	44 592	82 886	9 681	13 800
1992–93	12 621	31 513	—	—	55 047	96 927	5 335	7 429
1993–94	11 702	28 695	7	8	41 087	73 340	4 725	6 070
1994–95	13 359	32 337	2	12	14 681	29 642	7 369	9 090
1995–96	21 056	46 718	—	—	15 215	34 273	9 265	12 158

Source: *International Merchandise Trade* (5422.0) unpublished data.

In 1995–96, Australia exported 15,215 tonnes of dried grapes valued at $34.3 million. This was an increase of 4% from the 14,681 tonnes exported in 1994–95. Over the past 2 years the quantity of dried grapes exported has dropped substantially from the previous 9 years when exports ranged from the previous low of 36,386 tonnes in 1990–91 to 57,041 tonnes in 1986–87. Imports of dried grapes measured 9,265 tonnes valued at $12.2 million in 1995–96. This was an increase of 26% over 1994–95, and the second highest total reported in the past 10 years.

Fresh grapes are imported sporadically with 109 tonnes imported over the last 10 years.

INTERNATIONAL TRADE IN FRESH AND DRIED GRAPES



Source International Merchandise Trade Australia (5422.0), unpublished data

The main markets for Australian fresh grapes were the South East Asian countries of Indonesia, Singapore and Malaysia which accounted for 62% of total exports in 1995–96. The value of these exports was $28.5 million. Exports of dried grapes were principally to the European countries, Germany and the United Kingdom, which imported 53% of the total. Turkey was the main supplier of dried grapes to the Australian market with imports of 5,689 tonnes reported in 1995–96. This was 61% of total imports of 9,265 tonnes. In 1995–96 exports of dried grapes exceeded imports of dried grapes by 5,950 tonnes.

EXPORTS AND IMPORTS OF FRESH AND DRIED GRAPES BY COUNTRY

	1993–94		1994–95		1995–96	
	Quantity	*Value*	*Quantity*	*Value*	*Quantity*	*Value*
	tonnes	$'000	tonnes	$'000	tonnes	$'000
Exports of fresh grapes:						
Indonesia	2 528	5 406	4 077	8 642	4 993	10 227
Singapore	2 608	6 888	2 954	7 993	4 245	9 702
Malaysia	1 804	3 974	1 831	4 343	3 798	8 557
Hong Kong	2 033	6 040	1 805	5 186	2 913	6 950
New Zealand	908	2 220	1 127	2 501	1 736	3 078
Other countries	1 822	4 167	1 565	3 672	3 371	8 204
Total	**11 702**	**28 695**	**13 359**	**32 337**	**21 056**	**46 718**
Imports of fresh grapes:						
New Zealand	—	—	2	12	—	—
Indonesia	7	8	—	—	—	—
Total	**7**	**8**	**2**	**12**	**—**	**—**
Exports of dried grapes:						
Germany	15 974	30 432	3 647	7 688	4 815	11 437
United Kingdom	7 172	14 068	4 000	7 880	3 248	6 924
New Zealand	4 797	7 707	2 273	4 574	2 034	4 648
Canada	7 288	11 453	1 477	2 972	1 948	4 173
Japan	1 271	2 233	525	1 123	685	1 555
Other countries	4 585	7 447	2 760	5 405	2 485	5 536
Total	**41 087**	**73 340**	**14 681**	**29 642**	**15 215**	**34 273**
Imports of dried grapes:						
Turkey	3 176	3 900	4 921	5 934	5 689	7 399
Iran	782	1 035	1 265	1 416	2 461	2 921
Greece	701	1 017	706	1 030	570	1 045
Other countries	67	119	477	710	545	793
Total	**4 725**	**6 070**	**7 369**	**9 090**	**9 265**	**12 158**

Source: International Merchandise Trade (5422.0) unpublished data.

GRAPE JUICE

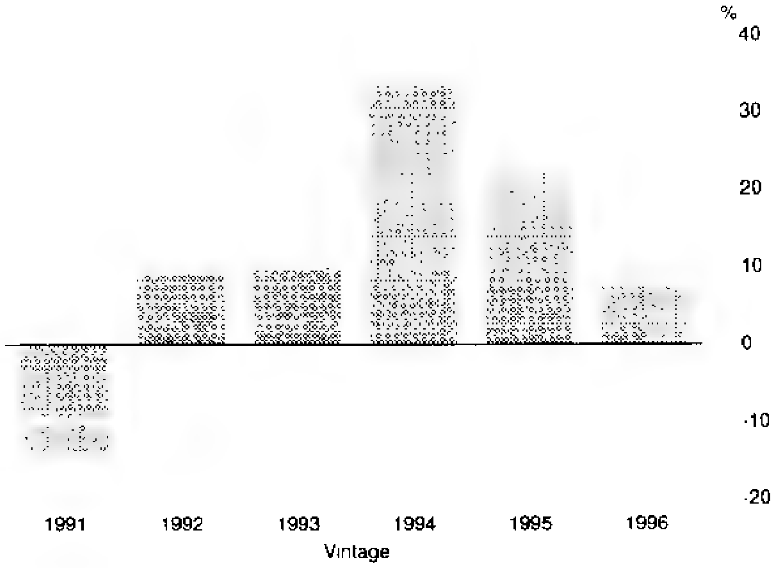
In 1995–96 Australia exported 2.9 million litres of grape juice at a value of $7.6 million. Grape juice including grape must is defined as unfermented juice not containing added spirit and with an alcoholic strength by volume not exceeding 0.5%.

SECTION 10 GRAPE AND WINE PRICES

WINE GRAPE PRICES

In recent years the prices paid for grapes used in the production of wine have increased in Australia. Following a 14% fall in prices paid for the 1991 vintage, grape prices have risen each year. Grape prices for the 1995 and 1996 vintages were on average up 22% and 7% respectively on the previous years prices. Over the last five vintages, grape prices have increased 93%. Using a weighted average price for each grape type, the 1996 grape harvest for winemaking was estimated to be worth $281.0 million for red grapes and $293.6 million for white grapes.

PRICE INDEX OF GRAPES USED IN WINE PRODUCTION
Percentage change on previous vintage

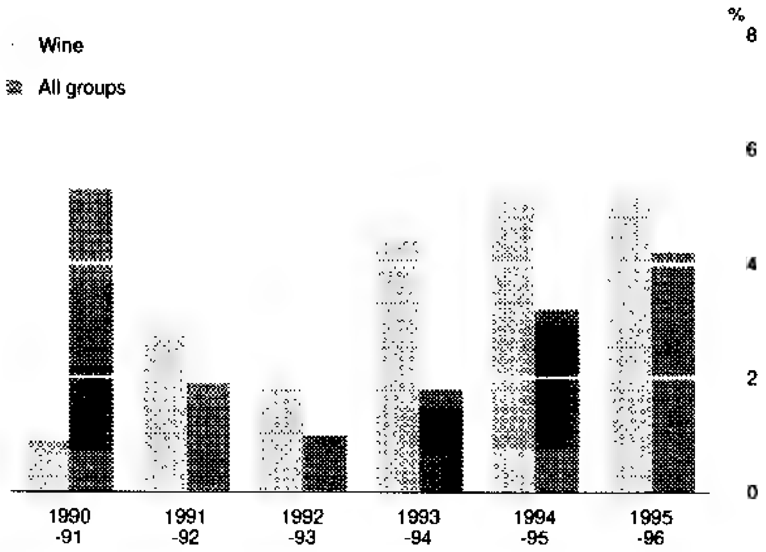


Source: Price Indexes of Materials Used in Manufacturing Industries (6411.0)

WHOLESALE AND RETAIL WINE PRICES

Prices received by winemakers for wine have generally shown steady growth in recent years. The 5% increase in wholesale prices for wine in 1995–96 incorporates a price increase of 6% for table wine and an increase of 4% for fortified wine. Between 1989–90 and 1995–96 wholesale prices for wine rose by 22%, with table wine rising by 23% and fortified wine by 17%. At the retail level, wine price rises have also shown steady growth in recent years to record the same increase to wholesale prices of 22% over the last six financial years.

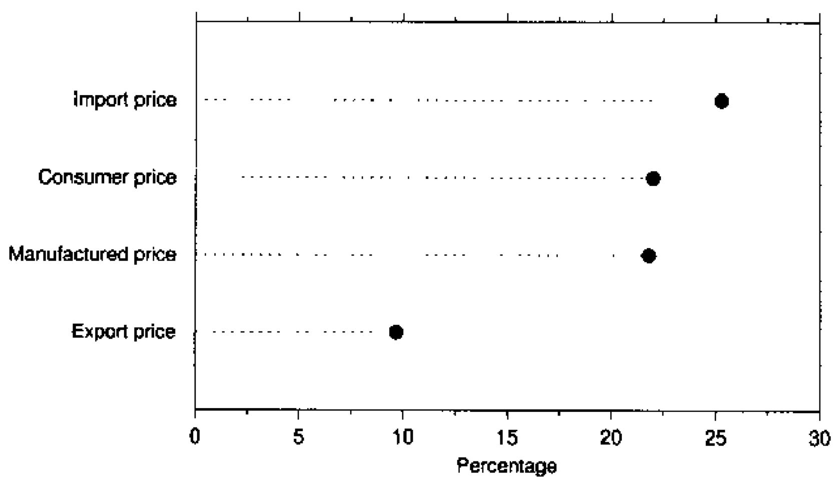
CONSUMER PRICE INDEX
Percentage change on previous financial year



Source Consumer Price Index (6401.0)

During the last five financial years retail wine prices rose more steeply than the general consumer price index. In particular, over the last three financial years the retail wine group index rose by 11%, while the all groups index rose by 8%. The impact of a significant increase in grape prices and the influence of increasing wine exports are likely to have contributed to recent increases in wine prices. In the 1995–96 financial year the retail wine index rose by 5.2% compared to 4.2% for the all groups index.

SELECTED PRICE INDEXES OF WINE
Percentage change 1989–90 to 1995–96



Source: Producer Price Indexes (unpublished) and Consumer Price Index (6401.0)

EXPORT AND IMPORT PRICES

Export prices for table wine rose by 7% between 1989–90 and 1990–91. Over the next five financial years the rate of increase has remained very subdued. The cumulative increase over the six year period to 1995–96 is 10%. In 1995–96 the export price index fell by 1%, the first recorded decrease in the index since the base year, 1989–90.

SELECTED PRICE INDEXES, PERCENTAGE CHANGE

	Price index							
	Manufacturing industry							
	Materials used in	*Articles produced by*			*Consumer*		*Export*	*Import*
	Wine grapes	*Table wine*	*Fortified wine*	*Wine*	*Wine*	*All groups*	*Table wine*	*Wine*
1990–91	–14.1	–3.3	2.7	–1.6	0.9	5.3	7.0	12.1
1991–92	9.2	5.9	–1.0	4.2	2.8	1.9	0.4	5.5
1992–93	9.9	2.7	3.1	2.8	1.8	1.0	1.6	5.8
1993–94	33.4	3.8	3.2	3.6	4.5	1.8	0.2	–5.8
1994–95	22.2	6.5	4.1	5.9	5.1	3.2	1.0	3.1
1995–96	7.5	5.6	3.8	5.2	5.2	4.2	–0.6	3.0
1989–90 to 1995–96	80.7	22.7	16.8	21.8	22.0	18.7	9.7	25.3

Source: Consumer Price Index (6401.0), *Producer Price Indexes* (unpublished data).

Average import prices for all wine products rose by 12% between 1989–90 and 1990–91. Since then the index has steadily increased except for a 6% decrease in 1993–94, and has lead to a cumulative increase over the past six years of 25%.

SECTION 11 WINE CONSUMPTION

Data on the consumption of wine in Australia are available from measures of apparent consumption of foodstuffs and nutrients and from periodic surveys in which members of individual households provide information on their consumption of alcohol. Details of household spending on alcohol are also available from a periodic household expenditure survey.

APPARENT CONSUMPTION

Using aggregates of domestic sales of wine by winemakers and imports cleared for home consumption, estimates of wine available for consumption are made each year and a mean population is applied to derive per capita apparent consumption.

In 1995–96, 328 million litres of wine were consumed in Australia, a slight increase on the previous year.

APPARENT PER CAPITA CONSUMPTION OF ALCOHOL

	Average 3 years ended						*Current year*
	1938–39	*1948–49*	*1958–59*	*1968–69*	*1978–79*	*1988–89*	*1995–96p*
				BEVERAGE (litres)			
Wine	2.7	5.9	5.0	8.2	14.7	20.2	18.1
Beer	53.2	76.8	99.7	113.5	133.2	111.6	95.4
				ALCOHOL (litres of alcohol)			
Wine	0.35	0.77	0.87	1.15	1.98	2.35	2.09
Beer	2.55	3.58	4.79	5.45	6.40	5.04	4.17
Spirits	0.50	0.80	0.74	0.89	1.21	1.23	1.35
Total alcohol	**3.40**	**5.15**	**6.40**	**7.49**	**9.59**	**8.62**	**7.61**

Source: Apparent Consumption of Foodstuffs and Nutrients, Australia (4306.0).
Apparent Consumption of Selected Foodstuffs, Australia, 1993–94, Preliminary (4315.0).

In recent years per capita consumption of wine had fallen to 17.8 litres in 1990–91, but since then has been between 18.1 and 18.6 litres. Based on the population aged 18 years and over the 1995–96 apparent consumption of wine was 24.2 litres per person, also changing little in the past few years.

PER CAPITA CONSUMPTION OF WINE(a)

(1) Measures are based on averages over 3 year periods ended 1938-39 to 1988-89.
Source: Apparent Consumption of Foodstuffs and Other Nutrients, Australia (4306.0)

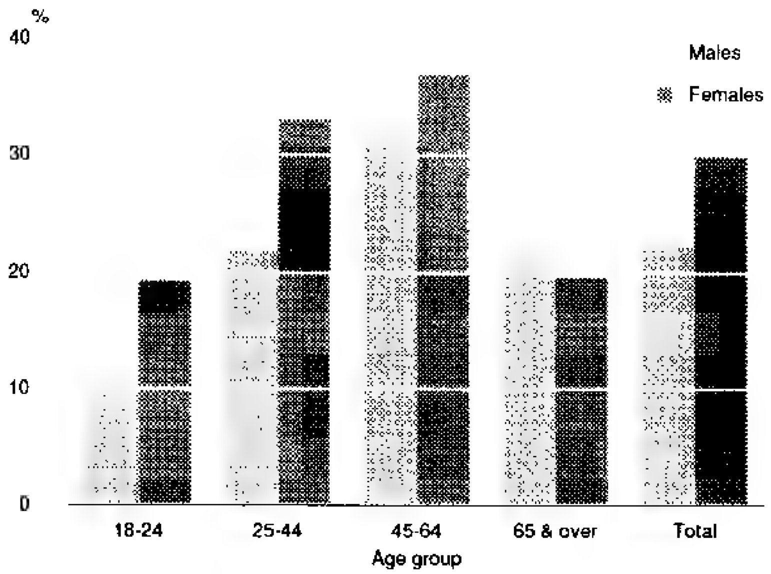
Per capita consumption of wine in Australia has recorded strong growth since the late 1930s, rising from 2.7 litres over the 3 years to 1938–39 to 20.2 litres over the 3 years to 1988–89. The growth in each decade of the fifty year period was interrupted only by a dip at the end of the 1950s.

The almost sevenfold increase in average wine consumption which has occurred in the last 60 years may be contrasted with the almost twofold increase in beer consumption over the same period.

PROFILE OF WINE DRINKERS

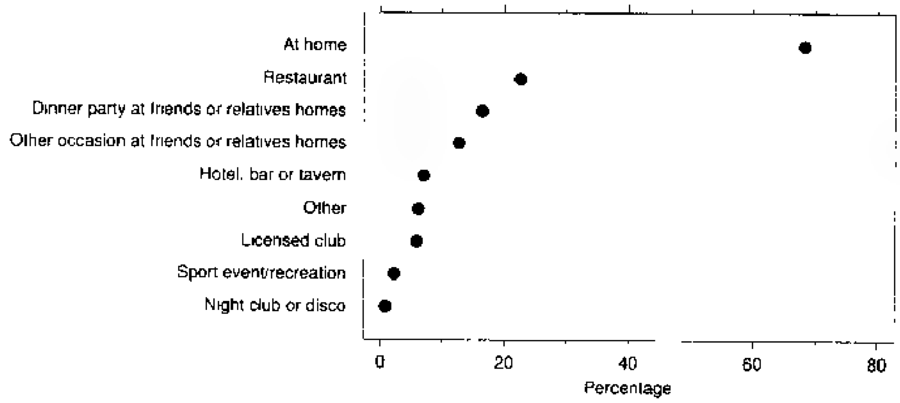
It is estimated that approximately 3.4 million people, or 26% of the population aged 18 years and over, drank some wine in any week in 1994–95. Nearly 30% of females drank wine compared with 22% of males. In the 65 and over age group, a similar proportion of males and females drank wine, whereas in the age groups between 18 and 64 years, a higher proportion of females drank wine.

PROPORTION OF PERSONS WHO DRANK WINE, 1994–95



Source: ABS, Population Survey Monitor

PLACES WHERE WINE WAS CONSUMED BY ADULTS WHO DRANK WINE, 1994–95



Source: Population Survey Monitor

White wine was more likely to have been consumed by females than males. It is estimated that 21% of females drank white wine compared with 12% of males. The reverse was true for red wine consumption — 10% of males compared with 8% of females. Sparkling wine was consumed by 5% of the adult population, and 3% drank fortified wine.

It is estimated that 72% of those persons who drank wine consumed wine mainly with a meal. Wine was consumed at home by 68% of wine drinkers, while 29% drank wine at friends or relatives homes and 22% at restaurants. Saturday was the most popular day of the week for drinking wine with 71% of wine drinkers consuming on that day, followed by Sunday (57%) and Friday (54%).

EXPENDITURE ON WINE

During 1993–94 Australian households spent an average of $3.76 per week on wine. Households in the Australian Capital Territory spent the most with $5.87 and those in Tasmania the least at $2.90. Australian Capital Territory households also had the highest proportion of their total expenditure on alcohol directed to wine (31%) while Darwin households allocated only 16% of total weekly expenditure on alcohol to wine.

AVERAGE WEEKLY HOUSEHOLD EXPENDITURE, ALCOHOLIC BEVERAGES, 1993–94

	NSW	*Vic.*	*Qld*	*SA*	*WA*	*Tas.*	*NT(a)*	*ACT*	*Aust.*
	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars
Wine	4.13	3.65	3.18	3.81	3.70	2.90	4.20	5.87	3.76
Beer	9.41	8.45	10.37	7.82	9.94	9.55	13.26	8.51	9.29
Spirits	2.84	3.16	3.30	3.90	3.35	1.74	4.63	3.06	3.13
Total(b)	**17.85**	**16.52**	**17.92**	**16.45**	**18.19**	**15.42**	**25.94**	**18.65**	**17.46**

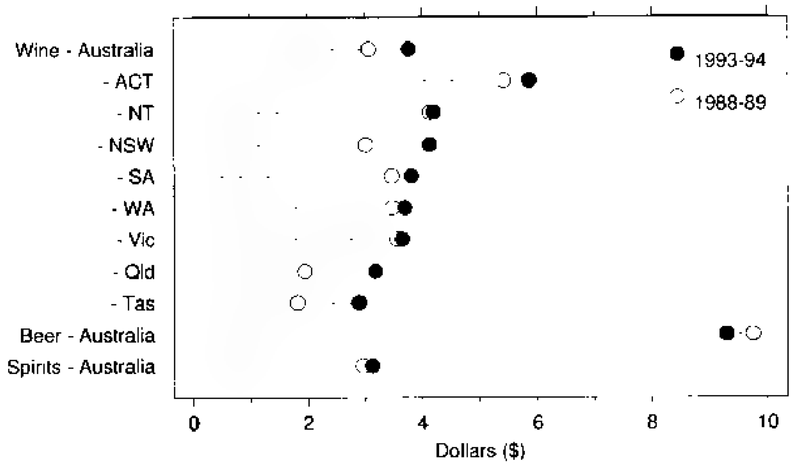
(a) Darwin and environs only.

(b) Including alcoholic beverages n.e.c.

Source: Household Expenditure Survey, Australia, Detailed Expenditure Items, 1993–94 (6535.0).

From 1988–89 to 1993–94 there has been a 22% increase in weekly expenditure on wine. This can be contrasted with a 5% fall over the same period in beer expenditure. However, weekly beer expenditure of $9.29 still made up 53% of the total weekly alcohol expenditure in 1993–94. Expenditure on spirits increased marginally to $3.13 over the five year period. The percentage increase in wine expenditure was also greater than that of non-alcoholic beverages which increased by 14% over the same period.

AVERAGE WEEKLY HOUSEHOLD EXPENDITURE ON ALCOHOLIC BEVERAGES



Source. Household Expenditure Survey. Australia, Detailed Expenditure Items, 1988-89, 1993-94, (6535 0)

SECTION 12 PERSONS EMPLOYED IN THE WINE AND GRAPE PRODUCTION INDUSTRIES

The Population Census of 6 August 1991 identified 4,358 persons whose main job was in grape growing and 5,628 persons whose main job was in the manufacturing or blending of wine or brandy. This excludes casual workers such as grape pickers and other seasonal workers not working in those industries in August. Of the grape industry workers, 49% were farmers and farm managers, 35% were farm hands and 3% were plant and machine operators and drivers. For the wine and brandy industry, 16% were farm hands, 15% were packaging operators, 12% clerks, 6% farmers and farm managers and 7% 'other professionals' which includes research workers.

As well 4,433 persons were employed in establishments mainly engaged in wholesaling beer, wine and spirits and a further 8,251 persons were employed in retail liquor stores.

LABOUR FORCE, SELECTED CHARACTERISTICS OF EMPLOYED PERSONS, 1991

	Grape growing	*Wine and brandy manufacturing*	*All industries*
	%	%	%
Status of worker:			
Wage or salary earner	49.7	91.5	81.7
Self employed	32.3	3.9	10.6
Employer	15.4	4.1	6.8
Unpaid helper	2.6	0.6	0.9
Full-time	74.3	77.6	68.9
Part-time	23.8	21.2	25.8
Not stated	1.9	1.2	5.2
Annual individual income:			
$0–$12 000	33.6	16.9	18.6
$12 001–$25 000	46.0	52.5	39.1
$25 001–$50 000	13.6	23.5	33.2
Over $50 000	3.1	4.6	5.8
Not stated	3.7	2.5	3.4

Source: 1991 Census of Population and Housing (unpublished data).

About 48% of all persons employed in the grape growing industry were self-employed persons and employers compared with 8% in wine and brandy manufacturing and 17% across all industries.

At the time of the Census, the proportion of persons working full-time in the grape growing and wine and brandy industries was slightly higher than for all industries.

There was a higher proportion of low income earners, (workers with an annual income of less than $12,000) in the grape growing industry (34%) than in wine and brandy (17%) and for all industries (19%). At the upper end 17% of workers in the grape growing industry earned over $25,000 compared with 28% in the wine and brandy industry. Both figures are significantly lower than that for all industries (39%).

SOCIAL CHARACTERISTICS OF EMPLOYED PERSONS, 1991

	Grape growing	*Wine and brandy manufac- turing*	*All industries*
	%	%	%
Level of highest qualification:			
Degree or higher	3.6	8.2	11.4
Other qualification	14.7	20.1	25.5
No qualification	75.6	64 5	54.3
Inadequately described or not stated	6.1	7.2	8.8
Sex:			
Male	66.0	62.3	57.4
Female	34.0	37.7	42.6
Age (years):			
15–24	12.2	16.3	19.5
25–34	20.9	29.7	26.5
35–44	26.3	27.6	26.7
45–54	21.2	16.7	17.8
55 or more	19.4	9.7	9.5
Birthplace:			
Australia	79.1	84.0	74.2
Overseas main English speaking countries	5.4	9.7	11.7
Southern Europe	12.0	2.2	4.5
Other Europe	2.1	2.6	2.8
Other	1.5	1.5	6.9
Marital status:			
Married	71.6	63.3	60.3
Never married	21.2	27.6	30.2
Separated, divorced, widowed	7.2	9.2	9.5

Source: 1991 Census of Population and Housing (unpublished data).

Educational qualifications were less common among workers in both the grape growing and wine and brandy manufacturing industries than in all industries. Only 4% of grape growers had a degree or higher and 8% in wine and brandy manufacturing compared with 11% across all industries.

The grape growing and wine industries have a slightly higher male to female ratio than for all employed persons. Grape growing workers tend to be older with 41% being more than 45 years of age compared with 26% of wine and brandy workers.

The grape growing and wine manufacturing industries have a higher proportion of Australian-born workers compared with all industries. However, of those grape growing workers born overseas, the incidence of southern Europe is strong. The proportion of grape growing workers born in southern Europe was more than 5 times that of wine manufacturing and more than twice that of all industries.

SECTION 13 WORLD COMPARISONS

The Australian wine industry is expanding its exports of wine despite a world trend of falling production and consumption. Of the countries for which 1994 data are available Australia ranked fourteenth for total grape production, equal twenty-fifth with Syria for area of vines, ninth for wine production and eighth for wine exports.

GRAPE PRODUCTION, AREA OF VINES AND YIELD

World grape production in 1994 fell 3% to 54.4 million tonnes, continuing a trend evident since 1987. Production of grapes is increasing in Australia and in 1994 was 1.7% of the world total, up from 1.4% in 1993 and 1.6% in 1992, with Australia ranking higher than in 1993.

GRAPE PRODUCTION, AREA OF VINES AND YIELD OF SELECTED COUNTRIES, 1994

	Production			
	Total grapes	*Wine grapes*	*Area of vines*	*Yield*
Country	'000 tonnes	'000 tonnes	'000 ha	tonnes/ha
Italy	9 135.6	7 569.2	956	9.6
France	6 933.3	6 836.4	929	7.5
USA	5 377.4	2 086.5	310	17.3
Turkey	3 450.0	n.a.	567	6.1
Spain	3 212.5	2 886.6	1 280	2.5
Argentina	2 497.8	2 440.3	207	12.1
Iran	1 875.0	n.a.	250	7.5
China	1 522.1	n.a.	149	10.2
Germany	1 482.3	n.a.	104	14.3
Chile	1 449.0	514.1	114	12.7
South Africa	1 310.8	1 020.3	103	12.7
Greece	1 115.2	396.2	137	8.1
Romania	1 025.3	937.0	252	4.1
Australia	**920.2**	**661.8**	**67**	**13.7**
Azerbaijan	860.0	n.a.	120	7.2
Moldova	672.1	n.a.	186	3.6
Portugal	660.2	n.a.	360	1.8
Hungary	613.8	565.1	132	4.7
Bulgaria	498.3	n.a.	113	4.4
Former Yugoslav Republics of Serbia and Montenegro	475.7	n.a.	90	5.3
Ukraine	395.0	n.a.	165	2.4
Syria	362.4	n.a.	67	5.4
Uzbekistan	343.7	n.a.	125	2.7
Russian Federation	310.5	n.a.	103	3.0
Algeria	180.2	70.0	82	2.2
Other countries	7 673.9	n.a.	1 048	7.3
World total	**54 352.3**	**n.a.**	**8 016**	**6.8**

Source: Office International de la Vigne et du Vin (OIV).

In Australia, 72% of all grapes grown were used for winemaking, with the balance being used for drying (23%) and table and other uses (5%). The two largest producers of grapes, Italy and France, used a higher proportion of their grape production for winemaking, with 83% and 99% respectively.

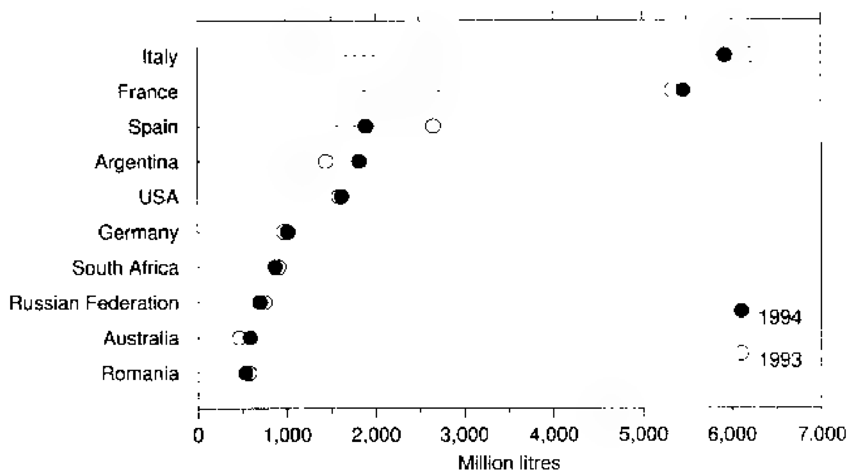
The area of vines in the world fell 1% in 1994 to 8.0 million hectares, continuing a decline from the 8.5 million hectares recorded in 1991. The area under grapevines in Australia increased to 67,000 hectares and was 0.8% of the world total. Spain, the largest cultivator, had an area of vines 19 times greater than the Australian area.

A distinguishing feature of Australian viticulture is its relatively high yield which was 13.7 tonnes of grapes per hectare in 1994. Of the countries in the above table, only USA and Germany had a higher yield. The largest cultivator, Spain, had a yield of 2.5 tonnes per hectare in 1994.

WINE PRODUCTION

Australia ranked ninth in volume of world wine production in 1994, up from tenth having surpassed Romania. The two largest producers, Italy and France, contributed 45% of total production. By comparison Australia produced 2% of the world total and Italy produced ten times more wine than did Australia.

PRODUCTION OF WINE BY PRINCIPAL COUNTRIES, 1993 AND 1994

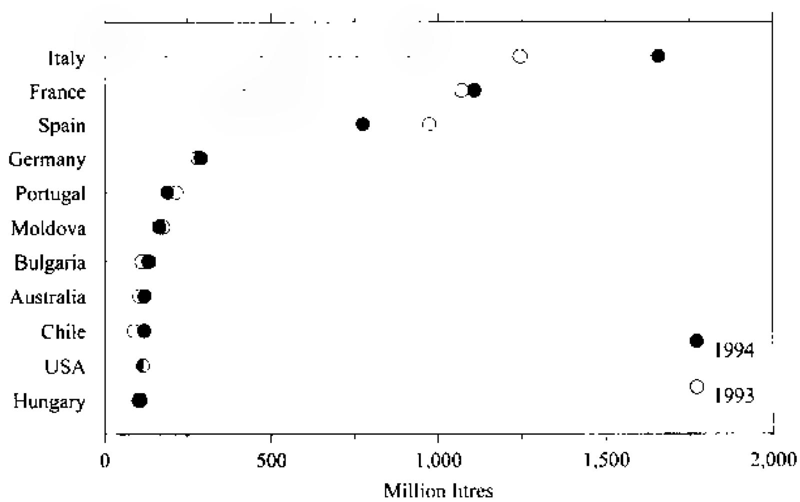


Source: Office International de la Vigne et du Vin (OIV)

EXPORTS OF WINE

The countries exporting the largest volumes of wine were Italy, France and Spain, with Italy exporting 14 times the volume of Australian wine.

EXPORTS OF WINE BY PRINCIPAL COUNTRIES, 1993 AND 1994



Source: Office International de la Vigne et du Vin (OIV)

In 1994 Australia exported 120.1 million litres of wine, which was an increase of 17% from the 102.9 million litres reported in 1993. Australia's ranking moved from tenth to eighth by exporting more than United States of America and Hungary. Australia and Chile have both shown significant growth since the early 1980s with exports averaging 8.4 million and 13.1 million litres respectively for the years 1981 to 1985 to 120.1 million and 118.5 million litres in 1994.

Australia exported 20% of its total wine production while Bulgaria, Moldova, Spain and Portugal exported over 40% of their wine production. South Africa and Argentina exported less than 4% of their wine production.

WINE PRODUCTION, EXPORTS AND CONSUMPTION BY SELECTED COUNTRIES, 1994

Country	*Wine production* million litres	*Share of world production* %	*Wine exports* million litres	*Exports as a proportion of production* %	*Wine consumption* million litres	*Per capita consumption* litres
Italy	5 927.6	23.2	1 658.0	28.0	3 585.9	(a)62.8
France	5 464.0	21.4	1 109.9	20.3	3 666.3	63.0
Spain	1 895.4	7.4	775.2	40.9	1 456.0	37.2
Argentina	1 817.3	7.1	32.9	1.8	1 440.7	44.0
USA	1 617.5	6.3	117.8	7.3	1 750.0	6.7
Germany	1 018.0	4.0	288.5	28.3	1 819.6	(a)22.9
South Africa	866.4	3.4	32.0	3.7	364.9	8.8
Russian Federation	700.0	2.7	n.a.	n.a.	n.a.	n.a.
Australia	**587.4**	**2.3**	(b)**120.1**	**20.4**	**327.9**	**18.5**
Romania	537.0	2.1	37.8	7.0	504.1	21.9
Portugal	457.6	1.8	185.9	40.6	600.0	(c)55.0
Hungary	369.4	1.4	102.2	27.7	309.7	30.0
China	360.0	1.4	n.a.	n.a.	346.3	(c)0.1
Chile	359.8	1.4	118.5	32.9	237.8	(c)29.5
Moldova	337.0	1.3	162.5	48.2	45.0	n.a.
Former Yugoslav Republics of Serbia and Montenegro	305.8	1.2	n.a.	n.a.	190.5	17.3
Greece	305.1	1.2	52.0	17.0	310.0	30.3
Brazil	302.0	1.2	14.9	4.9	281.6	1.8
Bulgaria	130.0	0.5	131.6	101.2	70.9	(c)12.4
United Kingdom	1.8	—	5.0	277.8	673.2	12.0
Other countries	2 214.9	8.7	n.a.	n.a.	4 211.7	n.a.
World total	**25 574.0**	**100.0**	**n.a.**	**n.a.**	**22 192.1**	**n.a.**

(a) 1993

(b) Published by OIV incorrectly as 184.7.

(c) 1992.

Source: Office International de la Vigne et du Vin (OIV).

CONSUMPTION

Nearly half (49%) of the world consumption of wine was in France, Italy, Germany and the United States of America in 1994. In comparison, Australia consumed 1% or 327.9 million litres. Germany consumed 801.6 million litres more than it produced and the United Kingdom consumed 671.4 million litres more than it produced.

Per capita consumption in Australia of 19 litres in 1994 was modest compared with the 55 litres or more of France, Italy and Portugal.

TABLE AND DRIED GRAPES

Australia produced 45,500 tonnes of table grapes (less than 1% of world production of 7,279,200 tonnes) and ranked twenty-seventh in the world. Italy was the largest producer followed by Turkey. Statistics available on exports of table and dried grapes in 1994 are incomplete. Australia exported 11,200 tonnes of table grapes compared with the largest exporter, Italy, with 636,900 tonnes.

PRODUCTION AND EXPORTS OF TABLE AND DRIED GRAPES, 1994

	Table grapes		*Dried grapes*	
	Production	*Exports*	*Production*	*Exports*
Country	'000 tonnes	'000 tonnes	'000 tonnes	'000 tonnes
Italy	1 511.4	636.9	n.a.	n.a.
Turkey	921.0	22.5	360.0	173.2
USA	907.2	218.9	344.0	123.5
Chile	761.2	453.3	35.9	31.8
Brazil	345.5	7.1	n.a.	n.a.
Spain	319.0	73.2	2.3	0.2
Greece	271.4	106.1	82.7	65.4
Japan	223.6	n.a.	n.a.	n.a.
Syria	192.0	n.a.	14.0	n.a.
Afghanistan	158.0	n.a.	28.0	25.0
Portugal	150.0	n.a.	n.a.	n.a.
South Africa	140.5	93.8	33.9	20.1
Egypt	126.0	1.3	n.a.	n.a.
Morocco	114.7	6.6	n.a.	n.a.
Algeria	109.9	n.a.	n.a.	n.a.
France	96.9	12.4	n.a.	1.1
Australia	**45.5**	**11.2**	**47.3**	**41.7**
Iran	30.0	n.a.	90.0	55.0
Other countries	855.4	n.a.	34.3	n.a.
World total	**7 279.2**	**n.a.**	**1 072.4**	**n.a.**

Source: Office International de la Vigne et du Vin (OIV).

Australia ranked fifth and contributed 4% of the world dried grape production in 1994. Australia produced 47,300 tonnes compared with the largest producer, Turkey, with 360,000 tonnes and world production of 1,072,400 tonnes. In exports, Australia ranked fifth in 1994 with 41,700 tonnes compared with the largest exporter, Turkey, with 173,200 tonnes.

IMPORTS

Australia is a relatively small importer of grape products. In 1994 Australia imported 8.9 million litres of wine, no table grapes and 4,400 tonnes of dried grapes. Germany was the largest importer of wine and table grapes and the second largest in dried grapes. The United Kingdom was the largest dried grape importer, taking 22% of the world imports of 549,200 tonnes, and the second largest importer of wine followed closely by France. United States of America followed closely behind Germany, the largest importer of table grapes.

IMPORTS OF WINE, TABLE AND DRIED GRAPES, SELECTED COUNTRIES, 1994

	Wine	*Table grapes*	*Dried grapes*
Country	million litres	'000 tonnes	'000 tonnes
Germany	986.4	336.6	70.2
United Kingdom	732.7	137.2	120.2
France	651.6	143.2	21.0
USA	261.8	324.0	7.1
Netherlands	231.5	n.a	42.1
Belgium and Luxembourg	222.1	36.5	12.0
Switzerland	174.7	40.3	4.6
Canada	155.3	150.8	29.3
Sweden	136.0	31.3	6.7
Denmark	118.5	14.7	5.9
Portugal	94.7	1.2	1.4
Japan	89.7	9.6	28.5
Spain	51.5	9.3	6.7
Czech Republic	42.0	14.5	3.8
Poland	40.0	n.a.	8.0
Angola	38.0	n.a.	n.a.
New Zealand	32.7	n.a.	8.7
Australia	**8.9**	—	**4.4**
Other countries	n.a.	n.a.	168.6
World total	**n.a.**	**n.a.**	**549.2**

Source: Office International de la Vigne et du Vin (OIV).

WORLD TRENDS

World wine consumption for 1994 fell by 1% to 22,192 million litres and was lower than that of 1965. Over the same period, world wine production fell by 2% to 25,574 million litres. Production exceeded consumption by 3,382 million litres or 13% of production. This surplus was less than those of 1993 and 1992 (3,520 million and 6,812 million litres respectively).

Since the 1980s total wine consumption by Australians has remained steady and in 1994 was 327.9 million litres. Against the background of global contraction Australia has increased production by 46% since the years 1981–85 largely due to increasing its exports 22 times.

SOURCE

The international comparisons in this section are sourced from the Office International de la Vigne et du Vin (OIV), are incomplete or inaccurate for some countries and are subject to revision. The OIV does not distinguish zero and not available figures in its statistical publication and these have been shown as 'n.a.' (not available) in this section. The Australian figures used in this world comparison have been revised in the earlier sections of the compendium, e.g. Section 2, Grape Growing, and Section 4, Wine Production, but the original figures are shown here to enable a world comparison to be made. The OIV requests calendar year data and the ABS complies with this where possible.

EXPLANATORY NOTES FOR VITICULTURE, WINE PRODUCTION AND STOCKS

INTRODUCTION

1 Most of the data used in this publication were obtained from various ABS collections for which publications with appropriate Explanatory Notes are already available. The Bibliography contains a list of these publications. However, much of the data contained in Sections 2, 4, 5, 6 and 7 are only available in this publication and the following notes are provided to assist users.

2 Section 2 replaces *Viticulture, Australia* (7310.0) and contains information on area of vines and production of red and white grapes for the 1995–96 season. Details are shown at the level of major grape growing regions, States and Australia. Varietal data are shown at the Australian level only, but are available on a regional basis for a charge, on application to the ABS. The continuing collection of varietal data is partly funded by the Grape and Wine Research and Development Corporation.

3 Sections 4, 6 and 7 contain information on commercial production of wine, materials used in winemaking and stocks of wine, brandy, grape spirit and unfermented grape juice classified according to end use. Section 11 has a table showing small area data on wine production for South Australia and New South Wales. Small area data for other States may be available on request.

4 Differences exist between the grape production intended for winemaking reported by grape growers in the viticulture collection and the quantity of fresh grapes crushed by winemakers reported in the Wine and Spirit Production collection. While the viticulture data in this compendium are preliminary, the size of the discrepancy is being investigated. Differences in the collection methodologies, as outlined below, mean some difference should always be apparent between the series.

SCOPE AND COVERAGE OF VITICULTURE SURVEY

5 Agricultural statistics in Section 2 relate to the year ended 30 June and are derived from information obtained in a supplementary collection of all growers who reported vines in the annual Agricultural Census conducted at 31 March. This supplementary collection is not conducted in the Territories, but some data for the ACT and NT will become available with the release of final Agriculture Census results.

6 The ABS has in the recent past excluded from the Census those establishments which make only a small contribution to overall agricultural production. From 1986–87 the scope of the Census included those establishments undertaking agricultural activity and having an estimated value of agricultural operations (EVAO) of $20,000 or more. From 1991–92 to 1992–93, only those establishments with an EVAO of $22,500 or more were included. From 1993–94, the Census was based on a scope of $5,000 or more EVAO.

7 The change in scope means viticulture results for the last 3 years are not directly comparable with previous results. To assist users in making comparisons, selected data from the 1993–94 viticulture collection were retabulated on both the $5,000 and $22,500 basis. Bridging tables were included in the publication *Viticulture, Australia, 1993–94* (7310.0).

8 Tasmanian data is derived from a collection undertaken by the Appellation of Origin Board under the authority of The Commissioner of Licensing. The scope of the collected data is the same as for other States.

9 Statistics are provided for the several recognised grape producing regions of each State which are described below:

New South Wales

Hunter Valley comprising the local government areas of Greater Cessnock, Muswellbrook, Scone and Singleton.

Murrumbidgee Irrigation Area comprising the local government areas of Leeton and Griffith.

NSW Sunraysia comprising the local government areas of Wakool, Balranald and Wentworth.

Victoria

Victorian Sunraysia comprising the local government area of the Rural City of Mildura.

Kerang–Swan Hill comprising the local government areas of the Rural City of Kerang and the Shire of Gannawarra.

South Australia

The regions adopted in South Australia correspond to the Phylloxera and Grape Industry Board's districts which are as follows:

Central District (incl. Kangaroo Island) comprising the district councils of Gumeracha, East Torrens, Onkaparinga, Stirling, Mount Barker, Willunga, Strathalbyn, Port Elliot and Goolwa, Victor Harbor, Yankalilla, Kingscote and Dudley and the Corporations of Adelaide, Brighton, Burnside, Campbelltown, Glenelg, Happy Valley, Henley and Grange, Hindmarsh and Woodville, Kensington and Norwood, Marion, Mitcham, Munno Para, Noarlunga, Payneham, Port Adelaide, Prospect, Salisbury, Tea Tree Gully, Unley, West Torrens, Woodville, Enfield, Elizabeth and the Municipalities of Gawler, Thebarton, St Peters and Walkerville.

Barossa District comprising the district councils of Barossa, Tanunda, Mallala, Light, Kapunda, Angaston, Mount Pleasant, those portions of the district council of Wakefield Plains south of the River Wakefield, the Hundreds of Dutton and Jellicoe in the district councils of Ridley–Truro.

Waikerie and Lower Murray District comprising the district councils of Morgan, Waikerie, Mannum, Murray Bridge and Meningie, and the Hundreds of Anna and Skurray in the district council of Ridley–Truro.

North Murray District comprising the district councils of Barmera, Berri, Paringa, the Municipality of Renmark and Hundred of Katarapko and the Counties of Young and Hamley not otherwise included.

South Murray District comprising the district councils of Loxton, Browns Well, Karoonda–East Murray, Peake, Lameroo and Pinnaroo.

Note: In some tables in this publication, Waikerie and Lower Murray District, North Murray District and South Murray District are combined to form 'Riverland'.

Northern District comprising those portions of the district council of Wakefield Plains north of the River Wakefield, the district councils of Clare, Riverton, Saddleworth and Auburn, Eudunda and Robertstown and the remainder of the State north and west of these areas which are not included in the above five districts.

South Eastern District comprising the district councils of Coonalpyn Downs, Tatiara and Lacepede and the remainder of the State south and south–east of these areas which are not included in the above districts.

Western Australia

Swan Shire comprising the local government area of the Shire of Swan.

Margaret River comprising the local government areas of Augusta–Margaret River and Busselton.

SCOPE AND COVERAGE OF WINE SURVEYS

10 Wine production data are collected only from winemakers which crush more than 400 tonnes of grapes. These wineries account for approximately 98% of total crushings by all winemakers crushing 50 or more tonnes. Limited information on the quantity of grapes crushed and domestic wine sales are also obtained from winemakers crushing between 50 and 400 tonnes. The main purpose for this supplementary collection is to establish the scope and coverage of both the main production collection and the monthly wine sales collection.

11 Details on stocks of Australian beverage wine by wine type are collected at 30 June from winemakers with wine sales of 250,000 litres or more in the previous year. All data are collected on an Australia-wide basis only and State figures are therefore not available. For 1996, stocks included all Australian produced wines owned by the winemaker and held anywhere in Australia. In years previous to 1996, stocks included only those Australian produced wines held by winemakers on any of their own premises, regardless of ownership. This change in the measurement of stocks means that data for 1996 are not directly comparable with earlier years.

12 The number of winemakers which fall within the scope of the wine stocks collection (*see* paragraph 11 above) may vary from year to year as sales vary and individual wineries are included in, or excluded from, the sales collection. It is possible that stock data may vary slightly each year as new wineries, with either large or small stocks, come into the scope of the collection. In particular, the published (*i.e.* closing) stocks figures for any one year may not equate with the opening stocks for the following year.

13 The wine content of products consisting of a mixture of wine and fruit juice, commonly known as 'coolers', is included in the appropriate wine category of the wine from which it is made, which is generally table wine.

SYMBOLS AND OTHER USAGES

n.a. not collected
n.p. not available for separate publication (but included in totals where applicable)
p preliminary
r revised
— nil or rounded to zero

Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

BIBLIOGRAPHY

ABS DATA

Much of the ABS data used in this compendium were sourced from various ABS publications and in some cases unpublished data were used. In the list of ABS publications below a catalogue number is quoted whenever possible to enable users to access explanatory information about various collections, even if the specific data used in this compendium were not published.

1991 Census of Population and Housing, Basic Community Profile (2722.0)
AgStats database (small area agricultural commodity data)
Apparent Consumption of Foodstuffs and Nutrients, Australia (4306.0)
Apparent Consumption of Selected Foodstuffs, Australia, Preliminary (4315.0)
Consumer Price Index (6401.0)
Export Price Index (6405.0)
Household Expenditure Survey, Australia: Detailed Expenditure Items, 1993–94 (6535.0)
Import Price Index (6414.0)
International Merchandise Trade, Australia (5422.0)
Manufacturing Industry, Australia (8221.0)
Population Survey Monitor (4103.0)
Price Indexes of Materials Used in Manufacturing Industries (6411.0)
Price Indexes of Articles Produced by Manufacturing Industries (6412.0)
Sales of Australian Wine and Brandy by Winemakers (8504.0)

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OTHER PUBLICATIONS

Tinlot, Robert and Rousseau, Michèle. 1995. The State of Vitiviniculture in the World and the Statistical Information in 1994. Office International de la Vigne et du Vin: Paris, France.

For more information . . .

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